

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

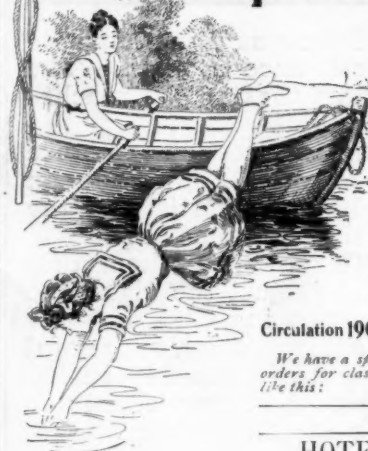
GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXV. NEW YORK, APRIL 24, 1901.

No. 4.



## More RECORD Readers Go to Summer Resorts than those of any other Philadelphia Paper



Are you asking  
them to come to  
your hotel?

If your coach drivers or  
porters did not meet the big  
trains, you would discharge  
them.

Circulation 190,000 Daily; 160,000 Sunday

We have a special rate of 10c. a line on 30-day  
orders for classified summer-hotel advertising  
like this:

This makes 6 lines.

### HOTEL TRAYMORE

ATLANTIC CITY, N. J.

Remains open throughout the entire year. Over  
fifty private baths.

D. S. WHITE, Jr., Owner and Proprietor.

This makes 10 lines.

The Record's Summer Re-  
sort news will be better than  
ever this year.

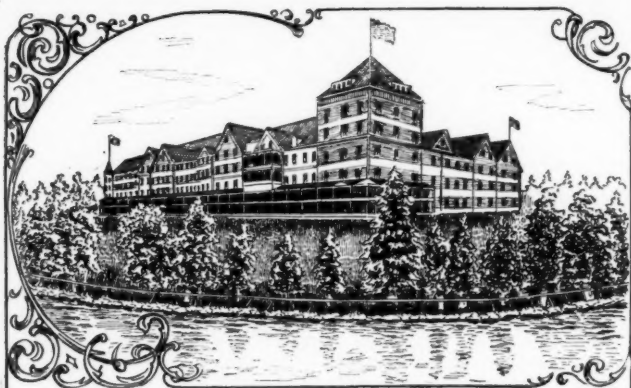
Do not fail to write us at  
once for our book on summer  
hotel advertising. It is the  
first publication of its kind and  
splendidly gotten up. FREE.

### THE ST. CHARLES ON THE BEACH.

Upward of \$50,000 has just been expended in addi-  
tional improvements, which include 50 new private  
bathrooms, finished in Italian marble, with hot and  
cold fresh and sea water attachments, showers, etc.,  
etc.

The hotel contains more private baths than any  
resort hotel in the country. Write for booklet.

J. B. REILLY Proprietor.



## ***Hotel Advertising***

Thousands and thousands contemplate a vacation at least once a year. The money spent during that period reaches into enormous aggregates.

To many it's only a question of choice—to others chiefly of cost. Both kinds can be reached by intelligent advertising at the right time and in the right mediums.

Advertising can convince them that your establishment is just the right one for their outing.

We have a long, successful experience in the advertising business, and our aim is to render effective service.

We plan, illustrate, print and place hotel advertising. We do all of these, or any desired part. Call on or write to

**GEO. P. ROWELL & CO.**

ADVERTISING AGENTS,

10 Spruce Street, New York.



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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXV.

NEW YORK, APRIL 24, 1901.

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## ADVERTISING AN APARTMENT HOUSE IN PHILADELPHIA.

A TALK WITH MR. W. CHANDLER STEWART, MANAGER OF THE PARKSIDE APARTMENTS, ONE OF THE MOST UNIQUE INSTITUTIONS OF THE QUAKER CITY.

Being assigned by the editor of **PRINTERS' INK** to secure an interview with Mr. W. Chandler Stewart, manager of the Parkside Apartments, for the special hotel edition, I first wrote that gentleman, asking whether it would be convenient for him to see me at a time I named. The following is his reply:

DEAR SIR—In answer to your favor of the 26th, will say that we will try to get our modesty under sufficient control to stand an interview by Saturday evening, as per your suggestion. Cordially yours,

W. CHANDLER STEWART.

Modesty is one of the chief characteristics of Mr. Stewart, but, though superlatively modest, he combines in his personality a progressiveness, energy and ability that would secure for him success in any field. Before I go into the details of my interview with Mr. Stewart, it might be well to say something about the house which he founded and of which he has been the moving spirit ever since its erection.

It is a triangular building, situated at Girard avenue, Fortieth street and Parkside avenue, and faces one of the most picturesque portions of Fairmount Park. At the very entrance of the park, it is but two blocks from Fortieth street station, Pennsylvania Railroad, while the numerous lines of trolley cars which pass its doors make the location most convenient and within twenty to thirty minutes from the business center. As Mr. Stewart aptly puts it, "Near enough—not too near. This, and the park, is the charm of the

Parkside's location. This is truly 'where town and country meet.' The last sentence is a very appropriate one and is being used as a sort of trade-mark in connection with the advertising matter that emanates from the Parkside. In architecture the building is Renaissance; the outside is of sand stone, gray bricks and terra-cotta, treated with great simplicity and dignity. The chief entrance, on Parkside avenue, opens into a large, well lighted hall. This hall, and indeed all the public rooms, have been decorated with great care. In describing the Parkside, one of the morning papers recently said: "It is not only the most perfect edifice of its class in Philadelphia, but the largest as well." The apartments consist of two rooms, bath and private hall; and three rooms, bath and private hall. Plenty of bathrooms and private halls, but no kitchens. The dining-rooms are on the seventh floor. The main dining-room occupies the entire front of the building and looks out on the park and three streets. It is large, light and airy. And the roof garden—the chairs are comfortable, the view is beautiful. The heating and ventilating apparatus is of the latest type, so that the temperature of one's home may be easily controlled, and that the air one breathes may be pure. Then, too, all the rooms have outside windows, and each bathroom opens to the free air. On each floor there is a cooler of iced water; but all water, for whatever purpose, is filtered as it enters the building. In the basement is a storage room for trunks, and a room fitted with racks for bicycles.

This will acquaint the readers of **PRINTERS' INK**, to a degree, at least, with the Parkside. Now for my interview with the man who looks after the entire management

of this establishment, and who is a believer in Michael Angelo's maxim that "Trifles make perfection and perfection is no trifle."

Having sent in my card, I did not wait long before Mr. Stewart came out, and, shaking my hand heartily, bade me enter his private office. After a few remarks upon the newspaper situation in Philadelphia, I asked:

"I suppose, Mr. Stewart, you know PRINTERS' INK?"

(It may not be amiss to state here that on the day before I had sent several copies to Mr. Stewart, not knowing that he was an old subscriber.)

"Yes, indeed," he answered. "The Little Schoolmaster and I are old friends. In fact, I used to write a good deal for PRINTERS' INK about four or five years ago. Before I associated myself with this enterprise, I was in the printing and publishing business, the firm being Stewart & Bloomingdale. We published a journal called *Music and Drama*, and did a large business in printing. When the partnership dissolved, I entered the advertising business, making a specialty of syndicate work, in which there was a good deal of money at that time. I also did much booklet work, and wrote advertising for firms throughout the country, until 1897, when I conceived, promoted and erected the Parkside, and here have I been since, as president and general manager. Speaking of PRINTERS' INK, we keep it on file in our reading-room, on the seventh floor, and, do you know, it is as much in demand as any of the highgrade magazines and periodicals. Invariably, if any one detaches a number from the file, it is missed almost immediately, and, by having my attention called to the incident, I can easily see how popular it is with the guests of the house. As for myself, I read it religiously every week, and can truly say that not an issue reaches me but what contains something of especial interest. To my mind it is the best textbook on advertising extant."

"Then, of course, you write your own advertisements?"

"Yes, and what may surprise

you, we have not had a vacant room since the house opened, and I assign this mainly to the fact that I have always recognized the advantages of publicity. We always look ahead. For instance, we will have a suite vacant in June, two months from now, and, already, I am advertising on the strength of that prospective vacancy. All our contracts are on a monthly basis, with a clause requiring tenants to give thirty days notice of intention to move, which, of course, gives us ample time to look ahead."

"How many rooms have you, Mr. Stewart?"

"One hundred and fifty. When we get a tenant, we usually keep him, because we live up to our promises, and more than live up to the promises we make in our advertisements. You know, Philadelphians are not yet educated to apartment house living. Among our patrons we number many New Yorkers and Western men, and, it is with some pride that I state this; for that is the class that is used to apartment house living and know all about it. Yet, we have had our New York patrons tell us that the Parkside has no equal in their own city. We endeavor to make everyone feel that it is his or her home, in the true sense of the word, with the additional advantages of taking from them the annoyances and worries that are concomitant with home management. As an instance of the popularity which the Parkside has attained it is sufficient to mention that last year the demand for apartments compelled us to build an addition to accommodate the waiting list. Here one gets everything that makes life worth living, not only in an ordinary sense, but a roof garden, a music room with a stage, footlights and all the paraphernalia of a pretentious theater, private dining rooms, smoking room, sun parlor, etc. And the prosaic things. The bakery and the laundry and the cycle room and the kitchens, all are run on a clockwork system, and not a speck of dirt in the entire house. I believe that Horace Greeley's rule that an editor who leaves his desk should be hit with a club is



applicable to a hotel manager, and I endeavor to be in my office all the time, and think no detail too

"Only the daily papers. At the present time we advertise in the *Press* and *North American* in the

## To Those Who Entertain.

Let us do it for you. No bother: no anxiety—if the cook leaves, it's our burden. You come, bring your guests, have a good time, pay your bill and go home—and the cost won't be a mite higher than if you did it all yourself, not to speak of the worry of telling Jane for one hour just when the salad is to come in.

We serve special dinners, suppers and banquets. We have room for concerts, dances and card parties.

Our dining rooms are open to the public; anybody may come in for meals—The Parkside is just like a hotel in this respect:

50 cent Table d' Hôte Breakfast, 7 until 9.  
50 cent Table d' Hôte Luncheon, 12.30 to 1.30.  
75 cent Table d' Hôte Dinner, 6 until 7.30.

If you are looking for apartments, inspect The Parkside: appointments modern; service first-class. Steam heat, no inside rooms, perfect sanitary arrangements, elevators, filtered water, roof garden.

We would like to show you over our plant. The machinery in the sub-basement may interest you—we know the view of the city and park from the roof-garden will.

### PARKSIDE APARTMENTS.

Girard Ave. 40th Street Fairmount Park.  
West Philadelphia.  
W. Chandler Stewart, Manager.



"Where Town and Country Meet."



"Where Town and Country Meet."



"Where Town and Country Meet."



"Where Town and Country Meet."



"Where Town and Country Meet."



"Where Town and Country Meet."



"Where Town and Country Meet."



"Where Town and Country Meet."



"Where Town and Country Meet."



"Where Town and Country Meet."

small for my personal attention." morning, and the *Bulletin* in the  
"What media do you use for evening. I expect to add the *Re-*  
your advertising?" cord to my morning list very

shortly. I am a great believer in newspaper advertising and confine my publicity strictly to them. I don't believe in circulars at all. They come at inopportune moments. When a man is looking through his mail he is not disposed to read circulars, and the chances are ten to one that he will throw all advertising matter into the waste basket, and give his attention to the more important (for the moment) part of his correspondence. But a newspaper announcement is bound to be seen and read. When a man is in the street car and has twenty or thirty minutes to read, he is likely to carefully peruse your advertisement. Another thing about my advertising: While my cards vary in size, from one hundred lines single to three columns the length and sometimes a half page, set in attractive display type and containing cuts, we always call attention to the advertisement in the classified columns of the newspapers, because my experience has taught me that when people contemplate moving they invariably look in the classified columns. I advertise in one or two church papers, but that expense is not charged to legitimate advertising. Speaking about circulars. Last year I got up a circular, setting forth the advantages of entertaining at the Parkside, and sent one to every name in the Philadelphia blue book. I can frankly say that I trace no results to that circular."

"I see you dwell in your advertising that you have facilities for special dinners, banquets, dances, card parties, etc. Do you entertain much?"

"A great deal. Our entire seventh floor is given over to public rooms, private dining rooms and all facilities for entertaining. The people of this city are gradually realizing the advantages of such an institution, and our house is always in great demand for such functions. In fact, we combine all the conveniences of a modern hotel and an apartment house. We have a barber shop and a telegraph office. The telegraph office reminds me of the fact that it is necessary to build up the neigh-

borhood in conjunction with your own business. Why, two years ago, I had the hardest kind of a proposition to convince the Western Union Company that it would pay them to have a branch office in the Parkside. They could not see it that way, and, to carry my point, I agreed to give their operator his meals gratuitously. And now they keep two messenger boys constantly on the jump. The same way with letter boxes. When we first built the house, there was not a letter box in close proximity, and it took a good deal of argument to convince the postoffice department that there was a great need for them."

"Do you send out any literature?" I asked.

"Only when a request for rates is made. Then we send an illustrated booklet, descriptive of the house. On Sunday, February 4, 1900, I had a half page advertisement in the *Press* (which, by the way, was written by Mr. Charles Bloomingdale, Jr., my old partner and now a widely known newspaper man), in the form of a story, interspersing the advantages of apartment house living. This advertisement attracted much attention, and I had it reprinted on calendar paper, in reduced size, and distributed at all the Atlantic City hotels last summer. You will notice (here Mr. Stewart showed me one of these copies) that while this looks like reading matter to the layman, yet I secured the display rate from the newspaper by indenting the matter one em, which makes it display. By the way, you know ours is practically the only apartment house that does any advertising, and our results have been wonderful. As an illustration of how far our advertising has penetrated, it may interest you to know that I have had delegations of hotel men from Chicago come here, and go through the house to become familiar with our system."

I asked Mr. Stewart how many people he employed, and his answer illustrates to what a minuteness everything has been systematized by him.

After looking through a memo-

random book which he had on his desk, he replied:

"We have calculated this question, and find that we average one servant to every two and eight-elevenths guests. And," continued he, "every one of our employees is satisfied with his position and with his remuneration. The discipline is perfect and all know that they are here to do what they are told, and they do it in a willing and obliging manner. We have our own electric plant and the machinery in our basement cost \$30,000. We have everything in duplicate, even the boilers, so that chances for accidents are reduced to the minimum. If a breakdown occurs, not one of the guests is aware of it. We keep all worry to ourselves, and endeavor to make repairs during the night, so that in the morning everything is again running with its usual precision. Another distinct feature of the Parkside is that we try to supply our table with everything seasonable and fresh, just like home, eliminating cold storage dishes altogether. Every egg that comes to this house has the date it was laid and the name of the farm it came from stamped on it. We also make it a point to have fresh flowers on our desk and plants in the dining rooms. Another uncommon feature is that we supply a newspaper to each guest every morning, at the breakfast table, free of cost. We had a news stand for some time, but some of the guests complained that they were treated uncourtously by the man in charge, and, rather than have any strife in the 'family,' I abolished the news stand, and now supply newspapers to the guests free, which plan works most successfully. Still another unique feature that advertises us is that the Parkside is the only apartment house in America that is listed on the Stock Exchange, paying four per cent."

"You say that your house is always full. Then what is your object in advertising all the time?"

"Well, principally, I am a great believer in publicity and I want to keep the Parkside before the public all the time. If we have

no apartments vacant now, we may have later on. Again, I am advertising all the time because I want people to know that this house is open always, that they can come here for a month (if we have room), or that they can come here for a meal the same as at any hotel or restaurant; and that they can come here and give a dinner, supper, banquet, card party, dance, musicale or any other entertainment. And the only way I can get the public to know all this is by advertising constantly (not spasmodically), and this I am doing." JOHN H. SINBERG.

#### FRED MACEY.

Fred Macey, the furniture man of Grand Rapids commenced five years ago advertising office and library furniture from his home, working after hours. Last December he had fifty stenographers carrying on the correspondence necessary to conduct his business. This business has reached such proportions that the retail furniture dealers of the country are entering protest with the furniture manufacturers of Grand Rapids against selling Fred Macey, claiming that he is interfering with their business. It has reached a point where Mr. Macey has plans in hand now for building an immense plant to simply manufacture furniture to supply his customers of his mail order business, all done by advertising, beginning with something like \$10 a month, and now it is not an unusual thing for his advertising to run \$4,000 and \$5,000 a month, but it is useless to further multiply illustrations.—D. M. Lord.

#### CATCH LINE OF WELL-KNOWN ADS ILLUSTRATED. ROYAL BAKING POWDER.



"ABSOLUTELY PURE."

## ADVERTISING MAINE'S RESORTS.

By Charles J. Zingg.

Talking about the advertising of hotels and summer resorts, one is almost instantly reminded of glorious New England and especially Maine, one of the finest jewels among the Eastern States. That this should be so is not merely due to the natural beauties, the hospitality of its people and its splendid summer hotels and resorts and seashores; not merely to the prominence of Bar Harbor and other celebrated places, but largely to the persistent and skillful advertising which the wide-awake Maine Yankees have adopted within recent years.

The leadership among this industrial publicity belongs probably to the Hon. F. E. Boothby, of the Maine Central passenger department, more than to any other single man.

Mr. Boothby has probably originated the system of co-operative advertising in that State. He has made it a point to advertise the fine hotels, resorts, sceneries and fishing and hunting grounds of the State, thus bringing trade to all these and the railroad he represents as well.

The first step in this direction was the publication of the *Maine Central* eight years ago, which has grown from a tiny advertising circular to the full-fledged magazine of to-day. This publication is issued by the Maine Central passenger department, and is, as I know from actual observation, eagerly awaited every month by sportsmen and friends of Maine all over the Union. The editions now vary from ten to twenty-five thousand copies a month, according to the season of the year. Its contents are wholly devoted to the field of travel, hotels and summer resorts. Beautiful halftones of hunting and fishing parties, sceneries from Maine's matchless coast and primeval forests, catch the heart and intellect of the readers and maintain that interest in the publication which the true sportsman always bestows on a paper

that effectively and vividly brings back to him the blissful days of a season's happy sport.

The odor of fish and game permeates the paper, and tales of the crafty salmon, the speckled trout, the slender deer and ferocious moose make it dear to the friends of nature.

That such advertising brings results can hardly be doubted.

Other railroads of Maine have followed this example and are co-operating with hotels and resorts lying within their territory. Notably so the Bangor and Aroostook line, the Sandy River Railroad, which leads over the Maine Central to the now famous fishing grounds of Rangeley Lakes, upon whose shores stands the magnificent hotel-palace of the Rangeley Lakes Hotel Company, which has an office in New York City.

Another feature of advertising the State of Maine perhaps worthy of note are the annual shows and exhibitions for sportsmen held in New York and Boston in the early spring. I believe these shows are partly subsidized from the State treasury. All the prominent hotels of the State, including the owners of camps and the best known guides, take an active part in these exhibits. The proprietors of hotels and camps have representatives at the shows making personal propaganda and distributing thousands of circulars, booklets and maps, which are generally so prettily arranged that the sporting men and women who patronize these exhibits eagerly inquire for them. The guides are there in their hunting traps and outfit, liberally telling stories of fish and game, and their yarns secure columns of free advertising in the best metropolitan dailies.

Another factor in Maine's up-to-date publicity which has brought a fortune into the State every season are the efforts of the Maine Fish and Game Commission, a State institution organized a few years ago. Wise protective laws, the licensing of only competent guides, the publication of statistics and other pertinent information, the compulsory erection of guideboards along the country roads are some of the features.

**I**N dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

## The American Newspaper Directory Confidential Information Bureau ...

with the more than thirty years' experience of its founders, and with the facilities at their command, is willing to convey to its subscribers such confidential information as it may possess. It is often in a position to tell about a specified publication just what an advertiser would very much like to know. It will deal only with papers credited with a circulation of a thousand copies or more. With smaller circulations the general advertiser cannot profitably concern himself.

PRICE OF SERVICE, \$25 A YEAR, STRICTLY IN ADVANCE. A SUBSCRIBER RECEIVES REPORTS AS ASKED FOR; ALSO PRINTERS' INK (A JOURNAL FOR ADVERTISERS), ISSUED WEEKLY AT \$5 A YEAR, AND THE AMERICAN NEWSPAPER DIRECTORY (ISSUED QUARTERLY AT \$5 A QUARTER), \$20 A YEAR. ADDRESS GEO. P. ROWELL & CO., PROPRIETORS, NO. 10 SPRUCE ST., NEW YORK.

## THE WASTEFULNESS OF UNDESCRIPTION.

By Jas. H. Collins.

What is to be thought of a paragraph—describing a new steam whistle in a technical journal, say—that tells a story after this fashion:

"The Wonder Patent Steam Whistle—We have had an opportunity of examining and testing a most remarkable steam whistle that has lately come into the market. This device, the invention of an experienced engineer, is one of the most practical and useful attachments for a boiler that we have ever come across. It is a veritable beau ideal of a steam whistle—the acme of all mechanisms of its class—undisputably the marvel of its age. It solves every one of the problems that have perplexed steam whistle manipulators for the past twenty-five years, and is rapidly being adopted by mine and factory owners, steamship and railroad companies the world over. In short, it comprises in its make-up every one of those intangible, evanescent qualities so essential to the perfect resonance and timbre-tone of a steam whistle *ne plus ultra*, and we feel safe in recommending it to our readers."

This paragraph is made up of sentences taken from half a dozen ads in periodicals that happened to be at hand when it was building. It is a monster—exaggerated—put together in cold blood to illustrate a principle. Consider that it contains as much matter as is usually printed in an ad of average size—more, rather, for some writers can make three or four good points with half as many words set in pica upon a full magazine page.

Put yourself in the position of a reader of the imaginary technical journal in which it appeared. Can you discover a single fact about the device which it is intended to describe? Does it say anything about make? About size? About material? About advantages? About superiorities over other steam whistles? About method of operation? About cost?

Luckily there are few—almost no—editors of technical journals who would give so much of their

space to the undescribing of anything. But, unluckily, there are advertisers who regularly pay for space in which to print just such undescriptions. Theirs is the indefiniteness of the weak individual who tells a woman that she is "charming," "beautiful," "fascinating," "entrancing" without defining one precise particular. He may be charmed by the woman's broad, sensible forehead; fascinated by her eyes; entranced by her smile. But he never says so. The advertiser's chocolate bonbons may be of the "pure, delicious, wholesome, the-more-you-eat-the-more you want" kind. What if they are? Has he, in saying so, given his readers any proof? Could he not as easily have said that they were "made of pure sugar, in clean workrooms, by experienced confectioners"? That they were "coated with the best grade of chocolate and flavored with unadulterated vanilla extract"? Would not such a description of his goods have comprised everything said in the gushing undescription? Would it not have been clearer and more forcible? Would it not have said a great deal besides? Could any number of lines of the same adjectival huggermuggery have told a tithe of it?

People who read ads want to know the facts concerning the goods advertised, just as the readers of the technical journal's paragraph want to be informed about the new steam whistle marvel. This is an old advertising axiom, and it has been dinned to threadbareness by advertising writers. Yet only a tenth of those who buy and fill space seem to believe it. "Advertise—to inform" says that pithy book, the dictionary. Yet an impartial reader of one thousand ads, clipped from current periodicals, would be led to define the word, "Advertise—to undscribe."

### MAILING'S WASTE.

Indiscriminate mailing is a wasteful misdirection of advertising force. The manufacturer of a toilet cream for the imparting of pink and peach-bloom glow to the cheek is not especially desirous of landing his samples in a negro tenement, neither is the dealer in corsets directly benefited by placing his booklets in bachelor apartment houses.—*T. E. Daniels, Chicago.*

# *The Milwaukee Newspaper Conspiracy Case*



Mr. Geo. P. Miller, President of the T. A. Chapman Co. and principal witness for the Jour-  
Co., under cross-examination gave the following  
testimony under oath:

This is the testimony, the interrogatories being by  
Attorney W. H. Timlin, and the replies by Mr. Miller:

"Now let me ask you that if at that interview of  
April 7, 1900, you said to Mr. Aikens that you con-  
sidered THE EVENING WISCONSIN a better advertis-  
ing medium than any of the other papers?"

"Yes, sir, I did."

"Did you also say to him that for that reason you  
had always paid THE EVENING WISCONSIN a higher  
rate per inch than the other evening papers, or words  
to that effect?"

"Yes, sir."

"That was true, was it?"

"That was true."

"That is, true you said it and true you did it?"

"Yes, sir, and true I meant it."

"That was said in the presence of the three defend-  
ants, was it not?"

"Yes."

## THE SIXTH SUGAR BOWL.

A correspondent would like to know more about the competition for the Sixth Sugar Bowl—its conditions, on whose judgment the award is made and on what conclusions the value of a journal to its trade is based. **PRINTERS' INK** will say: The competition is free and open to all trade papers in the country. These are invited to send in their claims in such manner as they see fit and the letters will be freely published. The prize will be awarded to the trade paper which is best serving its purpose as a medium for reaching a specified class. Character and quality count for much, but large circulation is often a large factor. The award will be made at the close of the competition—the time for which is as yet undecided—by the editor of **PRINTERS' INK**, assisted by the opinions of a number of people competent to pass upon the evidence submitted. Of course, the prize can be awarded to only one paper, but the free publication of a trade paper's merits in the columns of **PRINTERS' INK** setting forth honest claims is certainly itself worth the effort. The following claims come for the *Book-Keeper*, at Detroit, Mich.:

As an advertising medium the *Book-Keeper* has obtained its remarkable success for the reason that it is the only magazine of the kind published in the world, and therefore secures a special field for itself. It circulates among business men and the best of accountants and book-keepers, including the majority of those who are naturally ambitious and progressive. Its contents are both general and technical, the technical portion covering such a vast field that it appeals to all classes of business men, all of whom can find valuable suggestions and information in its pages, no matter in what special department of commerce they may be interested. An index of the technical contents of the *Book-Keeper* for the last four years would show that there is scarcely a subject connected with the science of accounts which has not been discussed in its pages, and as new conditions are contin-

ually arising which continually suggest new and improved methods in office work, etc., and in relation to the statistics demanded in these days by enlightened business men, the usefulness of the magazine is easily understood, and its rapidly increasing popularity explained.

The fact that the *Book-Keeper* is one of the best advertising "pullers" in the world, considering the size of its circulation, is undoubtedly due to the nature of this circulation. Business men are the best purchasers in the country, and will buy anything that can be so presented to them as to show usefulness or merit.

The *Book-Keeper* should be a first-class medium not only for office supplies, but for all kinds of miscellaneous advertising such as is inserted in the popular magazines and weekly papers. Insurance, pianos, household furniture and novelties can all be advertised in the *Book-Keeper*.

With regard to office supplies, subscribers to the *Book-Keeper* either have charge of the purchase of them, or are as a rule consulted as to their purchase, so that for articles of this kind the *Book-Keeper* must naturally be the very best medium for advertising office novelties or standard goods.

We are frequently informed by advertisers that they receive inquiries from readers of the *Book-Keeper* from Mexico, Australia, India, China, Europe and almost every other place where the English tongue is spoken, while it has frequently happened that an advertisement costing the advertiser \$10 has brought in \$1,000.

The *Book-Keeper* does not charge \$1,000 a page for its advertising space, and when it is taken into consideration that a properly constructed advertisement in the *Book-Keeper* will pull better than the same ad in some of these high-priced propositions which claim a larger circulation as a basis for the difference in cost, it may easily be claimed that the *Book-Keeper* is to-day the best and cheapest advertising medium in the market.

FAIR ad oft wins fair lady.



## FOR SUMMER RESORT OR SANITARIUM.

*By W. A. Langton.*

In the business rush of to-day it is necessary that every hotel possessing any merits of importance should acquaint the public of them through advertising. A consideration of the means necessary hence becomes interesting.

If the proprietor of a first-class hotel, it should, of course, be advertised in high-class mediums. The character of the house and the class of patrons desired should determine the mediums to be used. It is not practicable to attempt to give the public a complete history of one's hotel and its location in a one-inch advertisement. If there are any special features—anything that is pre-eminent in the climate or situation—these features should be made known; but not too many at a time. The advertisements should be unique without being extravagant. Have a cut of your hotel, or of some surrounding scenery, if you can get a good one; if not, do not have any at all. Do not run the same advertisement forever. If you cannot afford to have some person prepare fresh advertisements for you, sit up nights, if necessary, and prepare them yourself, and if you can't do either you had better close the house. The regular visits of a paper devoted to advertising, such as *PRINTERS' INK*, would prove a strong incentive to better and effective advertising, and would provide a source of ideas and suggestions, many of which could be swung to one's business to advantage.

Bear chiefly in mind the character of the resort at which your hotel is situated—whether a distinctly health or pleasure resort, or both. If convinced that the future of the hotel depends to any extent upon the development of the place as a health resort, try to make it as good or better than any sanitarium going, and advertise it as such. Do not waste money in trying to make people believe they could have "a perfectly lovely time" at your health hotel. There is no reason why they should become so engrossed with

the business of getting well that they would not have time to enjoy themselves; yet at the same time it does not seem possible or desirable to make a sanitarium appear wildly gay, and in your advertisements it would be best to avoid creating such an impression.

If, however, your hotel is situated at a place more noted as a pleasure resort, take particular pains to let the public know what you have to offer in the way of entertainment. There is just as much money in making people happy as in trying to make sick people well, and as a rule the former occupation is more pleasant for the proprietor.

That hotel man is doubly blessed whose establishment is situated at a resort frequented alike by the followers of amusements and pleasure and the seekers of health. In advertising such a hotel touch upon the hygienic side of the question as lightly as possible, and endeavor to avoid giving the public the idea that the resort is so healthful that none but invalids need apply. Where once the impression gets abroad that a resort is frequented by an increasing number of invalids, healthy persons go elsewhere. No one likes to be continually running into the sour, impatient invalid, or to have his favorite overtone marred by an accompaniment of sepulchral coughs. The resort advertiser should keep this fact uppermost in his mind when advertising a combination health and pleasure resort. He should not devote all the advertisement to an analysis of the all-healing springs, and to an enumeration of each and every ailment that the waters and climate are warranted to cure.

If the hotel is situated at a well-known resort, no time or space should be wasted in describing the beauties and grandeurs of that place. Say more about your hotel and less about the resort. If, on the other hand, the hotel is situated in a comparatively unknown locality, devote a goodly portion of your advertising to setting forth the natural features of that region, rather than descending upon the "appointments," the "infallible service" and the epicurean char-

acter of the "cuisine." Proceed on the assumption that no one is likely to visit your hotel if unacquainted with the advantages of the region in which it is situated.

The "where to advertise" is governed to a great extent by the situation of the hotel, and the relative value of the various sections of the country is indicated by the records of business done in former seasons. Old fields, however, should not be cultivated to the exclusion of new ones. A comparison of records will easily tell where best to advertise, and advancement into new territory will be somewhat of a trial, but should not be vague and haphazard. Careful observation of the conditions existing in the different sections of the country should give any one a fair idea as to the most likely field. The results obtained from such a plan one year would govern the arrangements the next season, so that in a few years the plan of campaign would be easily arranged. Cultivate assiduously that field from which you appear to gather the most abundant harvest. Advertise in other localities beside your own. Travelers seldom wait until their arrival at a place before selecting the hotel at which to stop. This fact alone should demonstrate the advantage to be gained by advertising in other likely territory. To aim to get the people pointed straight for your hotel before they start on their journey is the condition of affairs to be cultivated.

The most profitable time to advertise is at the time when people are apt to make their plans for the season, but as this is usually hard to decide, it is wise to advertise early, and make it a little earlier than competitors. To advertise a summer hotel in the best local papers at the principal winter resorts appears to be an excellent method, as it is there that you will catch the eye of the visitors, who have ample time to read what you have to say, and would be no doubt planning to "go somewhere" in the summer at the time your advertisement will be seen.

It is well to bear in mind that comparatively few people go to any resort for any one reason.

They do not go simply to view the beautiful scenery and listen to the gurgling of water in the flowing brook. They go in warm weather to avoid the heat and oppression of the cities, and in cold weather search for warmer climate. Some go for rest, some for change of air and scene, some for health and others for amusement, or to escape from the worry and hustle of business life. All these considerations must be taken into account by the successful hotel proprietor, who above all must be a student of human nature. If he knows the peculiarities of men and women, and studies them, and knows his business as well he will not find much trouble in writing his advertisements, or having them written, and attain a fine degree of success through their aid.

#### SOME FIGURES.

The largest advertiser in the world is said to be a sewing machine company, but its money is spent more in the payment of canvassers than in printers' ink. One soap manufacturing concern is said to spend about a million dollars a year in advertising, and several spend in this way from \$300,000 to \$500,000 annually. One proprietary medicine concern is credited with spending a million and a quarter dollars, and another a million dollars a year, in advertising in all parts of the world; in fact, the makers of proprietary medicines are probably, on the whole, the most liberal advertisers that are to be found, and this holds true in England quite as much as in the United States.—*Boston (Mass.) Herald.*

#### CATCH LINE OF WELL-KNOWN ADS ILLUSTRATED. FIG RYE.



"DO YOU DRINK WHISKY?"

# THE CHICAGO TRIBUNE

**LEADS ALL CHICAGO MORNING NEWSPAPERS**

in the number of Agate  
Lines of Paid Advertising.

Record for twelve months, ending December 31, 1900. Compiled from measurements made by the *Chicago Daily News*:

	Daily and Sunday 1900.	Gain Over 1899.	Loss.	Daily Only 1900.	Gain Over 1899.	Loss.
Tribune. ....	6,308,150	563,329		2,859,451	413,589	
Record.....				2,556,522		269,925
Times-Herald.	3,341,088		250,289	2,121,037	13,926	
Inter Ocean...	3,260,273	171,604		1,639,354		42,157
Chronicle.....	2,553,118	14,908		1,354,563	24,199	

## The Sunday Tribune Leads the World.

Record of advertising for the year ending December 31, 1900:

<b>CHICAGO TRIBUNE, 3,448,600</b> agate lines			
NEW YORK HERALD,	3,301,427	"	"
NEW YORK WORLD,	3,056,607	"	"
NEW YORK JOURNAL,	2,412,045	"	"

Compiled from measurements made by a New York and a Chicago Evening Newspaper.

The circulation of the SUNDAY TRIBUNE has increased **53,000** since last June.

The **TRIBUNE** (Daily and Sunday) prints more Hotel and Resort advertising than any Western newspaper.

Eastern Office, 164 World Building, N. Y. City.

**JOSEPH CASHMAN, Representative.**

## THE POLITICS OF ADVERTISING.

By Archibald Hobson.

Advertising is a comparatively new force in the dynamics of the world's life, and even those most expert in employing it do not know its full possibilities, for it has never been tested to the maximum. When the man comes along who is willing to spend millions of dollars at a time in advertising charges where our advertising magnates now spend gingerly thousands, we shall have reports that will startle the world, and maybe turn it over.

The first paper I picked up at random this morning, the *Washington Post*, I find contains no less than twenty distinct advertisements of whiskies, eight of wines and four of beers. What is going to be the broad result of the widespread advertising of whisky that is now going on in this country? If the whisky people have the nerve to keep at it they will be able to enormously increase the consumption of whisky and make us such a nation of whisky drinkers that a teetotaler will be as much of a curiosity as a dodo.

Advertising is insidious. Few men will buy a barrel of the first whisky they see advertised, but the man is exceptional who can see a score of different brands of whisky recommended to him every time he looks into a paper or walks down the street and not be tempted sooner or later to take a fall out of the demon. Some very specious arguments can be advanced by the whisky advertiser for your drinking his whisky.

No work is impossible if you only take power enough or time enough, says the science of physics. Advertisers disregard the element of time largely and depend mostly on the element of power. No one knows just how much power, in the form of advertising expenditures, it would take to convert this nation (not the Nation with the big N) to the general, constant and habitual use of whisky. But, as a scientific

proposition, the thing is perfectly feasible; it is only a question of power—that is, of money.

Very good. Then a man or a combination of men having some not paltry number of millions of dollars, with the genius and nerve to set them to work, has it in his power to convert this nation of eighty millions to almost whatever he likes. Is it not so? I have taken whisky as an example because that is very plainly in point. It involves a moral and therefore a broadly political question.

So in my morning's paper I read: "Encore! When you have smoked one Pete Dailey five-cent cigar you want another one quick. Demand it; get it. All dealers." And also: "Smoke Tom Keene cigars. They taste more-ish." What would be the effect of cigar, tobacco and cigarette advertising if carried on with Napoleonic assurance, and with millions behind it? Why, it would make the tobacco habit not simply common, as it is now, but universal. There are barrels of money waiting to be spent by the women of this country whenever some unscrupulous man wants to go out after it, with the aid of some discreet advertising.

Again advertising is insidious. Even the advertising expert, with his cultivated sense of smell, when he reads a newspaper article is not always sure that it is not an advertisement. I can advertise myself as a very fine fellow and a good man for office by giving a hundred thousand dollars to endow a home for old maids' children and bachelors' widows. I can get complimentary reading notices and editorials in ten thousand newspapers by letting it be known that I have adopted profit-sharing in my soap factory.

The vast moral force that is latent in advertising has never been studied nor taken advantage of. Undoubtedly a Napoleon of advertising will yet come among us, and then, and only then, shall we find out what an irresistible leverage on the world advertising can give into the hands of one resolute man. The time awaits the man.

## Cleveland

is the seventh city in  
the United States and  
the metropolis of

## Ohio

# *THE PLAIN DEALER*

is to-day its representative news-  
paper, leading all others in both  
quantity and quality of circulation.

These facts are worthy the at-  
tention of Hotel and Summer  
Resort advertisers.

**C. J. BILLSON**

Manager Foreign Advertising Department

STOCK EXCHANGE, CHICAGO

TRIBUNE BLDG., NEW YORK

## EDITORS AND ADWRITERS.

By John C. Graham.

Do editors make good adwriters? As a rule, yes. Do reporters make good adwriters? As a rule, no.

Editors as a class are accustomed to the cutting and pruning of matter, or the extracting of the "meat from an article and casting aside of the skin, fat and trimmings, to the condensing of other people's written thoughts, to the general "boiling down" process. They are merciless in "blue-penciling" all unnecessary frills and sentiments, and they are the terror of the writer who indulges in flight and fancy and immaterial "padding."

And this practice—a difficult business in itself—peculiarly fits them to become expert advertisement writers, one of whose attributes should be the power to condense a lot of meaning into a few words. Moreover, the average editor is skilled in "handling" all kinds of matter, in giving titles to miscellaneous articles, in seizing upon the most important item in a mass of paragraphs and giving it prominence.

This is another essential to good advertisement writing—a facility for quickly furnishing appropriate and eye-attracting captions. Half the drawing power of an ad is in its introductory line—it will either compel you to read the ad or it falls flat and has no interest at all. There is more art in selecting captions than the majority thinks.

Reporters often fail to make even passable adwriters because they have been writing to fill space—and advertising space should not be filled. To spin their matter out they have been elaborating on trifles. They were paid by the column and the more words they used the better for them. Successful adwriting requires the very opposite—clear, condensed thoughts, brief expressions, plain words and phrases.

Now to reverse the conditions. An adwriter of much practice will make a very good editor—the nature of his business has given him

part of the necessary training—but he makes a pretty poor reporter for either his readers or himself. He has "condensed" for so long that he has forgotten how to amplify. He stultifies even ordinary sentences, curtails meanings, cuts descriptions, abbreviates arguments and makes a very meager "space-showing" for himself at the end of the week.

It is a matter of policy, therefore, when the staff is limited, and any advertisement writing is to be done—either for a customer or for the office—that the work should be given to the editor rather than a reporter. True, the reporter of this week may be the editor of next, but he must have considerable editorial experience, and have acquired the "blue pencil" habit to perfection, before the ordinary reporter can be said to be fitted to write ads properly.

## A NEW CLAIM.

The Harmsworth idea, named for the English editor, should be called the Stephens' idea. E. W. Stephens was publishing the Columbia (Mo.) Herald, the best country newspaper in the United States, in that form long before Mr. Harmsworth became a fad in this country.—*Advertiser*.

## TO BE REMEMBERED.

If you write your ad as though you expected its statements to be disputed, it loses half its effect.—*Profitable Advertising*.

## NEWSPAPER EXPRESSION ILLUSTRATED.



"WORKING UP THE FORM."



## Look Down the List.

SAPOLIO  
 HEINZ.  
 QUAKER OATS  
 ARMOUR & CO  
 FLEISHER'S YARNS  
 OMEGA OIL  
 PHILLIP'S COCOA  
 RICHARDSON & DeLONG  
 FELS SOAP  
 MEMMEN  
 CARTER'S PILLS  
 HUNYADI JAROS  
 SNAP HOOK & EYE  
 RIPANS  
 KLEINERT'S SHIELDS  
 SNIDER'S CATSUP  
 IVORY SOAP  
 CASCARETS  
 MOTHER'S OATS  
 LAUTZ BAGS  
 PABST BREWING CO  
 BOSTON RUBBER CO  
 ILLINOIS CENTRAL RR  
 COOKS FLAKED RICE  
 F.P.C. WAX  
 AYER  
 WALLACE & CO  
 BURLINGTON R.R.

These are a few  
 of the many adver-  
 tisers whose cards  
 are in the cars con-  
 trolled by George Kis-  
 sam & Co. They are  
 among the largest and  
 most successful in the  
 country. They use  
 street car advertising be-  
 cause it brings results—  
 because it pays. What  
 it has done for them is  
 history, and history will  
 repeat itself if you are  
 awake to your interests  
 and place your card in  
 the street cars. Par-  
 ticulars for the ask-  
 ing.



GEORGE  
 KISSAM  
 & CO.,

253 Broadway,  
 NEW YORK.

# MAIL ORDER OPPORTUNITIES.

The history of Sears, Roebuck & Co. conveys an idea of the great opportunities the mail order business offers to enterprising business men. This firm is only a few years old. Mr. Sears started originally in the jewelry and watch business, selling watches and jewelry by mail, through advertising in mail order papers. After a short existence in Chicago, Mr. Sears removed to St. Paul, Minn., where he associated himself with Mr. Roebuck. After a few years this firm removed its establishment to Chicago. This took place at a time when the country was in the midst of an unparalleled commercial crisis. Business was paralyzed; industry stagnant; labor suffering and farmers impoverished by bad crops. It was during the hardest time that this business was started. Its capital was not very great, but its confidence in the future of the mail order business made up what was lacking in money. By a thorough knowledge of the requirements of the mail order trade, by strict economy in its management, by shrewdness in buying goods and advertising space, it built up one of the largest, if not the largest, mail order business in the country. Together with Montgomery Ward & Co., it is actually monopolizing the entire mail order business in the general field. These concerns are enormous department stores for mail order buyers. Their yearly trade mounts into millions of dollars. There are 25,000,000 inhabitants in the small towns and villages, and nearly 30,000,000 farmers. This country has ample room for several dozen large mail order houses. These two firms cannot supply the entire demand of the mail order buying population, whose facilities of trading by mail are constantly increasing by the extension of the free delivery. The full development of the free delivery service will bring dozens of general mail order houses into existence. There is no better field of commerce open at present than the mail order trade, and the soon-

er merchants avail themselves of this splendid opportunity, the surer they are of success and of building up a large and lucrative trade.  
—*Mail Order Journal.*

## THE AD UPON THE FENCE.

By Aloysius Coll.

Jim Keeper was a man who had  
More silver than good sense;  
He wandered to the fields and put  
His ad upon a fence.  
"The neighborhood can read it here,  
And pilgrims passing by,  
And I will save the space rates, too,"  
He said, and winked his eye.

A cow came up, and saw the sign,  
And softly bawling "Moo,"  
She went off to her brother ox  
And told him of it, too.  
And all the cattle came and looked  
Upon the lonely sign,  
And moored: "Why, groceries and shoes"  
Are not within our line."

The sheep came up, and bleated "Baa,"  
When they the sign had seen;  
And, laughing at the lonely ad,  
They gamboled down the green.  
"Why, what are 'woolen goods' to us?"  
They bleated in the fold;  
"We have enough to last for life,  
To keep us from the cold."

The horses came and read the line  
About the leather goods,  
Then galloped off, and hid within  
A little patch of woods.  
"Harness and saddles—cheapest, best;"  
That's what the letters said;  
"We wish they were in Halifax,"  
The angry horses neighed.

Thus, while the animals discussed  
Jim Keeper's rural sign,  
The people in the papers read  
Joe Seller's, line for line.  
And Seller sold, and richer grew,  
Nor strange!—it came to pass  
Where Keeper kept his store, the cows  
Are nibbling at the grass!

—*Inland Printer.*



HON. JIMMY SOFTY (at his club, to friend)—Yes, no wonder you think I look pleased. I've invested all my money in a new paper, you know, and my editor-manager chap told me this morning that the returns are enormous.  
—*Ally Sloper.*



Advertisers prove circulation.

# **ADVERTISERS** **WANT** **RESULTS!!**

## **They Get Them in the** **Minneapolis** **Journal**

*Comparative Record of Advertising Carried by  
Minneapolis and St. Paul Daily Papers in  
1899 and 1900.*

TOTAL COLUMNS ADVERTISING CARRIED:

	Minneapolis Journal.	Minneapolis Times.	Minneapolis Tribune.
1899.....	10,955	10,448	10,367
1900.....	12,222	11,282	10,902

	St. Paul Dispatch.	St. Paul Pioneer Press.	St. Paul Globe.
1899.....	10,996	8,808	7,667
1900.....	12,056	9,430	8,059

WHY DOES THE JOURNAL carry more advertising than any other paper in its territory? Because the Northwest is evening paper territory. Almost all the JOURNAL'S circulation is its 5 o'clock edition, which is delivered in the homes. Its circulation is not made up of morning, noon and night editions and street sales. That is why the advertiser gets returns.

FOREIGN ADVERTISING DEPARTMENT,

**C. J. BILLSON, Manager.**

New York Office, - - 86, 87, 88 Tribune Building.  
Chicago Office, - - 308 Stock Exchange Building.



Reach the Pittsburg people  
who patronize Summer Resorts  
by advertising in the

# Pittsburg Press

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EVERY EVENING AND SUNDAY

**Largest Circulation**

Handsome colored and finely  
illustrated magazine printed on  
its own big Color Presses  
every Sunday.

**Write for Special Resort Rates.**

Booklets and circulars of all  
hotel advertising in the PRESS  
distributed free from PRESS bus-  
iness office.

**C. J. BILLSON,**

**Manager Foreign Advertising Dept.,**

Tribune Bldg., New York.      Stock Exchange Bldg., Chicago.

## BRIGHT SAYINGS.

**PRINTERS' INK** solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions appear. There are many of them, and some of them are very good.

EVERYTHING a jeweler should keep.

NOT bargain clothes—bargain prices.

NOT what is cheapest but what is best.

ROYAL examples of expert shirt making.

TAKE your pick while the picking's good.

"MONEY talks," but now prices shriek.

THE home of new ideas and honest values.

HEADQUARTERS for bargains that are bargains.

CHIPS are still flying from the original prices.

As it comes to us, so it goes to you—at a bargain.

ABOUT half the price of advertised malt extracts.

THE prices are shockingly low, quality considered.

BARGAINS that will bring you back again and again.

"OLD reliable" in quality, but "up-to-the-minute" in style.

HELP out the old coat and vest with a new pair of trousers.

SUITS fit for a prince at prices almost within reach of a pauper.

THIS is not a dumping place for the mistakes of the wholesale trade.

MEN buy our "Columbia" Shirts as an investment—not a speculation.

WHEN you put your foot into a Porter shoe, your shoe troubles are ended.

PAINTING the Lily and improving the Waterman Feed seem equally absurd.

If you pay less than we ask, you'll get less style, less character, less quality.

WE have built up a great reputation for giving a dollar's worth for a dollar.

SIZES broken in some lots, but enough left to make your choice easy and profitable.

EVERY day sees new features added to our long list of money saving opportunities.

A FEW weeks in Colorado next summer will do you more good than a barrel of medicine.

ABSOLUTE accuracy is an absolute certainty if you have your prescriptions compounded here.

OUR clerks say: "It's the weather." We believe we bought too many. Hence the reduced prices.

THEY'RE wonders of the tailor's art—so well shaped and built up that they almost stand alone.

HALF the wash laces you see won't wash. We give you theory and practice from 5c. a yard up.

A LIFE insurance policy takes care of

you in case you live and provides for your policy in case you die.

EVERY line has fallen under the price pruning knife. We bid you to a feast of bargains. Will you come?

QUALITY the highest; prices the lowest. This combination doesn't knock at your door many times a year.

It is of little consequence how much of the price is taken off; the principal thing is how much of it is left.

YOUR attendance is respectfully requested, with the assurance, we believe, that you will be more than repaid.

AN opportunity, not for financial cowards nor for gamblers, but for investors who are careful but sagacious.

MONEY talks; and right here a little of your money can persuade us to part with the prettiest shirts you ever saw.

THE clearance sale methods of this house stand out in bold relief from the wild clatter of irresponsible bargain shouters.

THE slow, undecided man will think this over and perhaps drop in to-morrow and find the assortment broken and his sale gone.

ALTHOUGH we take off all our profit and give it to you, we do not take off a pin point of our responsibility for perfect satisfaction.

"A LOOK in," then a "try on," and the result will be that you'll walk out well pleased with one of these Crown brand derbies at \$3.

YOU can have any suit or overcoat on our counters, no matter what its former price, now for \$10. This is our way of "housecleaning."

EXTRAVAGANCE is paying more at one store than you have to pay at another. Economy is getting best quality possible at the least possible cost.

THIS isn't a "job-lot" of neckwear, but an overplus of fine scarfs, which must vacate the shelves to make way for early spring arrivals.

LIFE is one long walk. Our shoes will help to make the way a little smoother—and here's a cut rate for a part of the journey at least.

How many talk money back and how few do it as we do—cheerfully. But what an important point it is at this season of mark down buying.

FROM the beginning our business has been managed on certain fixed principles of right buying, right handling, right pricing and right treatment to all.

YESTERDAY we began a series of mark downs; some of the bargains were gobbled up before the tag was dry; to-day there are a few more ready for the quick comer.

ALONG about inventory time prices get down to bed rock in this store, and every little lot has a "move-em-quick" price put on it, without much regard for cost or value.

AN ounce of prevention taken in time will stave off many annoyances. We don't mean to be troubled with vexing accumulations of broken lots, and furthermore we won't.

# 50,000

of the best homes in Kansas  
City and surrounding cities  
are reached daily by the

## Kansas City Journal

Thousands of people in the Middle West go to summer resorts because of the extremely hot weather. Tell them of the advantages of your resort. They'll soon be making up their minds where to go. You have probably just the place to suit many of them if they only knew about it. For sample copies, literature, inducements, rates, etc., address the

### **J. E. VAN DOREN SPECIAL AGENCY**

**PUBLISHERS' DIRECT REPRESENTATIVES**

**EASTERN OFFICES**

407, 408, 409, 410 Temple Court  
NEW YORK

**WESTERN OFFICES**

1104, 1105 Boyce Bldg.  
CHICAGO

## WASHINGTON'S CENSORED POSTERS.

There is one billposting boss in Washington who covers the town for all the theatrical companies that visit the capital. The posters for the following week's shows reach him on Wednesday morning, and he spreads a sample of each poster out on the long tables in his office. The lieutenant of police arrives at the office on Wednesday afternoon.

It is a solemn, touching thing to see the lieutenant of police engaged in passing on the posters. He takes it very seriously. He screws his head sideways and purses up his lips when he catches sight of a lithographed portrayal of a wicked burlesque lady whose nether limbs are too conspicuously in evidence, and then the boss billposter, who is alongside with a notebook, makes a note in his little book.

The twisting sideways of the police lieutenant's head, and the pursing of the lieutenant's lips, mean that the too conspicuous legs of the burlesque lady are to be carefully covered over with a large blank sheet when she makes her appearance upon a fence or a dead wall. If the straps of the burlesque lady's bodice are so flimsy a character that they threaten to come asunder, thus rendering horrifying disclosures possible, the boss billposter, at a nod from the police lieutenant, makes another note in his book, and when the burlesque lady is pasted up her bodice straps are laboriously covered up with blank strips.

These edited posters look queer on the billboards of Washington. They attract vastly more attention than the unedited posters could ever possibly attract. Men stand before them and gaze at them, obviously endeavoring to supply the screened portions of the bills by efforts of their imaginations. The Washington papers have always geyed this police censorship of the posters, but the censorship is likely to be maintained for a long time to come. Established institutions do not easily go to pieces in Washington.

Everything goes on the bill-

boards of New York. There is no police or other restrictions. Yet the line of decency is rarely or never overstepped. The same theatrical posters that are spread over New York, however, are the ones that have to be blank sheeted in Washington and Mount Vernon. —*New York Sun.*

## IT IS LEGITIMATE.

Our closing advice to beginners is—don't look at the mail order business as a scheme business. Every year it is becoming more legitimate. Go into it as you would go into any legitimate business.—*Mail Order Advertising.*

## WINDOW CARDS.

There are dozens of simple devices for making window cards. The simplest of all is a box of water colors, a few camel's hair brushes and a little originality combined with practice.—*Shoe and Leather Gazette.*

## THIS IS TRIBOU!

Who Is Tribou?

Ask Bill Jones

—HE WILL TELL YOU!

"Bill Jones hitched up the old mare one fine morning to go to Ellsworth, seventeen miles distant. Before starting, his wife gave him \$10 and says: 'Now be sure and hunt up Tribou and get me two or three papers of pins—he sells them for one cent a paper, and they are just as good as we pay three cents for.'"

Bill Jones came back that night and his wife met him at the door. She says: "Did you find Tribou?"

"Yes, Ma, I found him and here are your pins. When I got to Ellsworth, I inquired for Tribou and found him on Franklin street, in the Manning Block, three doors from Main street, and found that he sold goods so cheap that I bought a whole wagon load. After looking around, I commenced buying, and when I got through I had bought \$5 worth of goods."

"The lady's sister, Miss Bill Jones, what have you got?"

"You wait until I unload and get the prices paid for them and you will see for yourself. You had ought to see his 5 and 10 cent counters filled with goods that would cost you, in most stores, from 10 to 35 cents."

"Now, Ma, I will hand the goods in to you—look them over and see if you ever saw such bargains before."

"Now here is a set of six pins, one to six pence, for 25 cents, and here is a dozen eight-quart Milk Pans for 8 cents each. Look at this cheap tin pail, with cover, for only 15 cents; and here is a Leada Box I bought for Joe, only 10 cents. Just look at this eight-quart Galvanized Bucket for only 10 cents. Here is ten dozen Clothes Pins, only 1 cent a dozen—cheap for kindling fire."

"Look at this set of Cups and Saucers for only 45 cents; worth 60 cents; and here is a Toilet Set for 25 cents, more as you paid 50 cents for in Bangor. Here is a six-piece Glass Table Set for only 25 cents, worth 45 cents; and here is a seven-piece Dinner Set for only 25 cents. Then here we have a ten-piece Toilet Set for \$1.50."

"Now what do you think of these bargains? Why, when I figured it up I calculated that I saved enough to pay for the bag and mail in the wagon there, and that isn't all, when I had the goods all put up and paid for. I'll be guaranteed if Tribou didn't hand me some coupons to the amount of 35 cents, and he told me they would be accepted at their face value for any goods in the store."

"Now, no more going to Bangor for bargains for me, I am satisfied with this day's work—one bag, mail, and 35 cents is cash—more than I make at home here in a week." "Not dead."

## D. F. TRIBOU,

FRANKLIN STREET, ELLSWORTH.

FROM BOSTON "JOURNAL"—HERE GREATLY REDUCED.

## THROUGH THE MAILS.

### PUSHING MAIL ORDERS.\*

CHAP. V.

#### CATALOGUE MAKING.

Another leading subject is the catalogue matter. How to get up a catalogue with as little expense as possible—"Aye," as Hamlet put it, "that's the rub." I have seen catalogues that were gotten up at no expense whatever to the house sending them out. How? Simple enough! A retail house can call upon the wholesalers, importers and manufacturers with whom it deals to give quarter, half and full page advertisements to the catalogue. Sometimes more than enough is thus realized to pay for the cost of the catalogue. Cuts can be secured the same way. But, broadly speaking, this is not true economy, for the house thus puts itself under obligations to the wholesalers, importers and manufacturers taking advertising space. And these obligations are as a rule met with compound interest.

A catalogue should be planned well in advance. Estimates could be secured from printers, artists, paper dealers, etc., in time to permit a leisurely arrangement of copy and further plans. In giving out the work the good advertiser does not necessarily give it to the lowest bidder. He gives it to the writer, artist, printer and paper dealer who is responsible—who has a reputation for turning out good work in quick time—provided his prices are right. In working up a catalogue give each department a representation according to that department's money making ability. No more, no less. On a small catalogue it may be well to have the printer estimate on printing, paper, presswork, binding and mailing (which includes postage). But it has been my experience that on large orders it is wiser to get the paper estimate from some paper dealer. The printer could estimate on printing, presswork, binding and mailing although in

some cases money can be saved by having the mailing figure considered by some mailing concern.

As to text. Have it terse, direct, business like. Give full descriptions of goods and always, always give prices. Prices clinch custom; all else only lead to that pleasant point. A page introductory about the good things to follow is all right, so are short introductions to the beginning of chapters.

As to illustrations. Whether they should be colored, half-tones, wood cuts or pen and ink sketches is a matter for you to determine, as you are the best judge of the individual case. For ordinary catalogues, pen and ink drawings are all right. They are inexpensive. They can be made for about a dollar each or can be had in New York ready made for quarter that sum. Wood engravings are more expensive, ranging from two to ten dollars apiece. No black and white illustration pictures an article with such strength, fidelity and thoroughness as the wood engraving. Half-tones and colored work still climb higher the ladder of expense. For garments and figures the half-tones will be always in demand. There is a daintiness and softness about a half-tone that adds a touch of fashion to any garment and a grace to any figure. Colored plates are in demand by some advertisers, but for picturing purely dry goods or department store matter, a fair comparison has demonstrated to my mind that colored work is not as strong and practical, therefore not so desirable as artistic black and white effects.

As to type. If the printer is a good one let him decide that point himself. A good rule to follow is to have as few varieties on a page as possible. De Vinne, Jensen or Howland makes good display. Small pica, nonpareil or brevier answers the body purposes. Footnotes can be brought out in agate (lower case).

As to paper. Have the paper

\* The previous chapters appeared in *PRINTERS' INK* of April 10th and 17th.

good. Your catalogue is your representative and a shabby representative hurts any business. The same may be said as to the general effect of the catalogue which means that paper dealer, printer, writer and artist should do their utmost to produce a creditable catalogue and in return get a fair recompense for what they give you.

#### CHAP. VI.

##### CONCERNING CORRESPONDENCE.

It is truly extraordinary in this eminently prosaic age how methods of approaching persons influence trade. Take the soft, delicate, insinuating method and you sicken some robust characters, while pleasing those accustomed to the velvet side of life. Go at some people with a club and you scare them into giving you business, while others instantly show fight and become forever enemies.

First class mail order managers and credit clerks have the gentle art of correspondence down to a fine degree. Generally it is the iron hand beneath the velvet glove method that prevails.

The mail order correspondent in the fullness of time comes to know the various shades of character in the various customers. By keeping these idiosyncrasies in mind he is better able to adjust grievances and in letters emphasize the points of goodness of his goods and mail order system.

The mail order correspondent might well take a lesson in graphology or the deduction of character from handwriting. There are some books on the subject, procurable from almost any library, and graphology is by no means an inexact science. The heavily marked letters with unnecessary flourishes indicate the severely practical and frequently the close fisted. Open letters and letters showing flourishes indicate a tendency to extravagance. The social status of the writer is often shown in no uncertain manner by the delicate aristocratic penmanship, while the inky, slovenly style tells another story. The great point is for the writer to put himself in the place of the reader. If by previous business relations, by

inferences from penmanship, expression, locality, amount of order or style of goods desired the writer can determine the soft and hard points of the customer's make-up then he can write a letter or a series of letters that will play a symphony upon the right business keys.

All Uncle Sam's letters—he they naval, military, or what not—are couched in a sententious and simple style. So are the letters from many great business houses. Long experience may have determined that this method of corresponding is the correct one for business purposes. But people are human and are moved by appeals to pride, vanity, anger, jealousy, etc., just as much as ever, and it does seem as though the writer who could inject into a letter something else besides pure business would be a step in advance of the conventional letter writer. J. ANGUS MACDONALD.

##### LETTERS SEALED OR UNSEALED.

The unsealed letter has outlived its usefulness, and, in these days of plentiful mail matter, is, in nine cases out of ten, thrown away without a glance at its contents. The sealed letter is expensive, and presupposes a personal communication. Unless the advertising matter contained in the sealed envelope is unusually attractive, it arouses a feeling of deception and resentment, prejudicial to the interests of the advertiser.—T. E. Daniels, Chicago.

##### NEWSPAPER EXPRESSION ILLUSTRATED.



"WORKING ON SPACE."



## VACATION INFORMATION.

HOW THE BROOKLYN "EAGLE" SUPPLIES ITS ADMIRERS WITH INFORMATION.

"Where shall I spend my vacation?"

To answer this question is one of the chief purposes of the Brooklyn *Eagle's* elaborately organized



BENJAMIN T. BUTTERWORTH,  
Manager Brooklyn Eagle Information Bureau.

information bureau. Almost the entire fourth floor of the Eagle Building is given over to the bureau's work. Through the tall windows floods of light pour in upon walls covered with photographs, maps and bright posters; upon lofty cabinets and broad tables where the brilliantly colored literature of travel is displayed. The effect upon the eye is like that of a flower garden in July. Benjamin T. Butterworth, the manager, is one of those men who are never too busy to be obliging, and he stopped his work on a recent afternoon to explain the operations of the bureau to a reporter for PRINTERS' INK.

"This enterprise," said Mr. Butterworth, "is the result of our bureau of information at the Chicago fair in 1893. Brooklyn people were so much pleased and benefited by what we did there that

we were encouraged to make our bureau permanent. Our summer campaign begins about April 1, when we send a circular letter to the 15,000 hotels and boarding houses on our list. As our letters are addressed on our regular mailing machine, it does not take us long to get them out. We inclose in each envelope some texts, as I call them, printed in bold, handsome type on colored paper, calling attention to the advantages of advertising in the *Eagle*. We also send this blank, with a request that it be filled out. As you see, it calls for all the information that most summer tourists would desire. We ask about rates of board, railroad fares, climate, fishing, condition of roads and distance from the nearest golf links. We also request Brooklyn and Manhattan references.

"Generally speaking, we have no trouble in getting the landlords and landladies to answer all our questions. Occasionally a suspicious soul holds back, fearing that we have a dark plot to get money out of him, but a little diplomacy will remove this idea. You see that green cabinet over in the corner? We file our blanks there, attaching to each one a copy of the circular issued by the house, with the letters from the references. This information is usually classified by States, except that several compartments are devoted to a big State like New York, which has many summer resort regions—the Lake Champlain district, Adirondacks, Shawangunks, Catskills and so on. The circulars are put into these two cabinets of rather original design. You notice that we have permanent horizontal shelves, and upright partitions moving easily on metal bars. In this way we adapt the width of a compartment to that of its contents, and so save space.

"While we are corresponding with the hotels and boarding houses, we get after the railroad, steamboat and steamship companies. We ask for time tables and books. We have the literature of every transportation line doing business in New York. But the managers are not always very generous. Some

of their books cost them eight or ten cents a copy, and the companies object to giving them out, fearing that they will fall into the hands of Tom, Dick and Harry, who merely want the pretty pictures. What is it, Miss Brown?"

One of Mr. Butterworth's assistants said that a woman who had just come in wanted to know what railroad station in Baltimore is nearest to Thirty-fifth street.

"Let Arthur go over to the B. & O. office and find out. You see how it is," said Mr. Butterworth to the reporter, "that was not a hard question. Some people imagine that we supply all kinds of information. The other day a man from Patchogue asked about the organization of the police force in 1869. A member of the *Eagle's* editorial staff enlightened him. As I was saying, the railroad companies do not always supply us with many books. So we issue a summer resort directory of sixty-four large pages, containing cuts, descriptive matter, railroad routes, rates of board and a mass of other information.

"Our bureau is open to the public from half past eight in the morning until six in the afternoon. Our facilities are free to all, and the number of visitors a day averages one hundred and fifty in the busy season. We have had three hundred callers a day. We arrange routes for parties, but we sell no tickets. We seek to co-operate with the tourist agencies, not to compete with them.

"Now I suppose you wonder what the *Eagle* gets out of all this. You know, of course, that we carry a mass of hotel and boarding house advertising. Our special summer resort number contained fourteen pages of it in 1899 and sixteen pages in 1900. This year we shall issue the summer resort edition June 16. Some time before that date, we shall send to our 15,000 friends a second letter, asking them to advertise. Our rates range from fifteen cents a line for a single insertion to six cents a line for consecutive insertions for a month. We follow up individual cases as long as there is any hope of getting an order.

We correspond with people whose advertisements appear in other papers, but not in the *Eagle*, and some hotel keepers hear from us half a dozen times before the season is ended.

"We want advertisers and their guests to be equally pleased with this bureau. When we can get photographs of hotels, we keep them on file and show them to visitors. If a supply of circulars is exhausted, we ask for more. We give out little cards of introduction to tourists, and we are glad to hear from guests who have registered at the various resorts on our list. If desired, we publish the names in the *Eagle*.

"As solicitors of advertising, we are perfectly willing to take our own medicine. This bureau is advertised in several hundred country papers, the space being paid for in free subscriptions.

"Yes, the bureau is an evolution. It sprang from no single brain. We get suggestions from many sources, including our own clerical force. We are always on the lookout for improvements, and the careless question of a visitor may suggest a lack that none of us had thought of."

Mr. Butterworth showed the reporter some pretty illustrated booklets issued by the *Eagle*. One of them was a guide to Washington, and another told about the sights of New York. An interesting account of the Brooklyn Navy Yard filled one book, and a list of stock abbreviations is compiled for the use of lambs who may care to gambol in the pastures of Wall street.

J. J. F.

#### STEREOTYPED ADVERTISING PHRASES.



"MOST CASES ARE TREATED SUCCESSFULLY AT HOME."

## DEVELOPMENT OF THE AMERICAN NEWSPAPER.

*By W. L. Hawley, N. Y. Even'g Sun.*

At the beginning of the century the newspapers published in the United States numbered 200—one for each 26,450 of population—while at the present time the total of regular publications slightly exceeds 20,000—one for 3,500 inhabitants of the country; and in that growth and development of the business is represented more of science and art, more of physical ingenuity and mental activity, than in any other line of human endeavor. One hundred years ago the publication of a newspaper did not rank as a business, and the preparation of its contents was regarded as a pastime or the indulgence of a whim, rather than a profession. At the end of the century, journalism is the history of the world written day by day, the chief medium of enlightenment for the masses, the universal forum of scholar, sage and scientist. As a business enterprise, the newspaper of to-day commands unlimited capital, and as a profession it ranks second to none.

For three centuries and a half following Gutenberg's invention of type little progress was made in the art of printing, and the production of a newspaper in this country in 1800 was accomplished with crude machinery and involved much slow and difficult hand labor. The printing was done on wooden presses of primitive pattern, the type was large and ill-formed, the paper used was in many cases inferior to the lowest grade made at the present time, and the production of a large number of copies of any issue was out of the question. No attempt was made in this country to publish a daily paper until 1784, and in 1800 were issued only in four or five of the larger cities.

The publications of that period were not newspapers in the sense in which the word is now used, because no particular effort was made to present an account of the happenings of the day. Notices of the arrival and departure of ships, time tables of mail coaches

and brief announcements of matters of political interest filled the limited space devoted to domestic news. Foreign news consisted entirely of matter reprinted from the English journals received by sailing vessels, and therefore weeks or months old when it appeared. The wooden presses used a hundred years ago were operated entirely by hand. After the type had been set it was placed in a frame or "form," with little or no regard to artistic arrangement of headlines or displayed matter. To print the edition, the "form" was placed on the bed of the press and ink spread over the type by the use of hand rollers. The white paper was then dampened with water, sheet by sheet, laid over the stationary "form," and the impression was made by pulling down the upper part of the press with a lever. This work was so slow that a circulation of three or four hundred copies of a daily newspaper would severely tax the capacity of the pressroom. The weekly publications were as a rule limited to about the same figures, because the entire mechanical part of production devolved upon one man, who was often owner and editor as well as printer. Some iron presses were imported from England in 1810, and in 1817 George Clymer, of Philadelphia, invented a lever press that was a marked improvement over the crude machines then in general use, reducing the manual labor required and increasing the speed with which printed papers could be turned out. The first power press used in this country was invented by Daniel Treadwell, of Boston, in 1822, and operated by the American Bible Society, the power being furnished by a team of mules. These presses were not adapted to newspaper work, and the first considerable advance in the mechanical part of the business was made in 1829 and 1830, when a Washington hand press was invented. Seventeen years later a cylinder power press was perfected by Richard M. Hoe, and the mechanical ability to produce periodicals was more than doubled; but during the time when

American ingenuity developed the steam engine, the cotton gin, the sewing machine and the electric telegraph, the progress made in the mechanism of newspaper making was comparatively insignificant. The process of stereotyping was introduced into this country from England in 1813, and a year later the New Testament was printed from plates, but the discovery was not utilized in the publication of newspapers until 1861.

In the first half of the century journalism did not at any time rank as a profession requiring special training and capacity, and the returns of the counting room were so meager, the cost of material so high, and the appliances in the mechanical department so imperfect, that the publication of newspapers rose only by slow degrees to recognition as a business enterprise in which capital might seek investment with fair prospect of a satisfactory return. Modeled after English publications, the early American newspapers depended, for whatever of reputation or success they achieved, upon the fame and ability of the editor. The reporting of current events without comment was a secondary feature of the daily papers, and in the weekly publications it was not attempted. Before the days of railroads and prompt and reliable mail service, communication between men in public life and, in fact, all persons of education, was chiefly by letter. The custom grew into a fixed habit, and to a large extent influenced the character of the newspapers published prior to 1850. The editor addressed himself directly to his readers through long editorials upon topics in which he was interested, and his publication was in reality a mere instrument for the expression of opinions. Public men and politicians were encouraged to write letters for publication upon public questions, and a long communication from a man of national reputation was regarded by the editor as matter of far more value to his journal than any amount of news of the events of the day.

The organization and development of political parties in the

early part of the second quarter of the century resulted in a rapid increase in the number of newspapers throughout the country. Party leaders found that they could reach a greater number of citizens by means of published letters and speeches than by the primitive process of campaigning by easy stages from one State or county to another. From writing personal letters to friends in their districts, senators and representatives in Congress found that they could keep their constituents better informed of the progress of legislation and politics by means of signed statements in the press of their respective States. The party organ and the personal journal were the immediate natural results. Every secular journal supported some political party or organization without qualification, and there was little or no independence of the press. The editor found his subscribers among the members of his own party, and often looked to the organization or the candidate for financial support. Papers were established and editors hired by parties, factions and individual leaders to advocate some particular plan of finance or tariff, or some general policy for the nation or State. During this stage of American journalism the influence of a paper depended largely upon the reputation, individuality and force of character of the editor. He needed not to possess any particular qualification for the work, except a general knowledge of the affairs on which he was to write and a command of vigorous language to compel attention to his utterances. For many years the majority of the periodicals of the country, daily and weekly, were critical reviews of the events of the time, rather than mediums for the spread of general information. News of important happenings at home spread through all the States ahead of the circulation of the papers, and the people looked to the latter for review and comment upon events, rather than for detailed accounts of the occurrences. Foreign affairs, as reported in the English publications received in this coun-

try, took precedence in the classification of news in the journals of the first half of the century, and local events, often matters that were subsequently recognized as of great historical value, were briefly and too often imperfectly recorded. It is a matter to be regretted that in the days when American statesmen and orators were making history for the world, when the new republic, having passed beyond the stage of experiment, was advancing with prodigious strides toward glorious achievements in material development, the journals of the country kept but an imperfect and often inaccurate record of events.

During the first forty years of the last century there was no system of collecting the news for publication, and the capital invested in the newspaper business was insufficient to permit of any extra outlay to obtain reports of events occurring at a distance in advance of the regular mails. Such reports as were obtained were usually voluntary contributions written by a friend of the editor, and often colored or distorted. These letters were, almost without exception, semi-editorial in character, the writers indulging freely in comment. The drivers of mail coaches, the captains of coastwise or river vessels, strolling peddlers, lawyers, surveyors, and wandering missionaries, who made long journeys into the interior and from town to town, were the news reporters of early days. When they arrived in a city or town they would tell the latest news from the places they had visited, and the next issue of the local paper would contain a story beginning, "The Rev. Mr. Bland, the traveling missionary, relates," etc., or, "Captain Smith, of the schooner—", reports having heard," etc. For news of events happening in the larger cities, the journals of the first half of the century depended almost entirely on reprinting from exchanges. They had no regular correspondents anywhere, and a paper published in New York would reprint from the papers of Boston and Philadelphia such of the news of those cities as im-

pressed the editor as being of more than local interest. During the War of 1812, the subsequent Indian wars, and the conflict with Mexico, news of battles and movements of armies in the field was obtained by the slow process of waiting for official reports to the Government or private letters from officers and men at the front. The Mexican War stimulated the public demand for news, increased the circulation of newspapers, and did more than any other event up to that time to arouse the editors of the country to the fact that the people wanted early and complete information of what was going on in the world, rather than individual opinions on general problems. While that struggle was in progress the arrival of the weekly mail in a remote village was an event of importance. The inhabitants would gather in large numbers at the postoffice, and the meager war news contained in the newspapers would be read aloud. The postmaster or some subscriber to a paper would often post a copy of the latest journal in some conspicuous place in the town, and from that simple beginning there was developed the newspaper bulletin.

After the division of the voters of the country into organized political parties, the tariff, banking and currency, the acquisition of additional territory and States rights developed into great national questions, precipitating prolonged and heated discussion by the statesmen of that period. This condition stimulated the growth of a certain class of newspapers, and brought into prominence many writers of ability. The statesmen and politicians of that time turned to the press as an available and valuable medium through which to disseminate arguments. They sought to convince rather than to inform the public, and the journalism of that period made no substantial progress except as an instrument for the development and exploitation of writers of force and influence. The newspaper became an instrument for educating the people on certain public questions, and an influence upon public opinion by means of editorial writing,

That was the period of so-called great editors, of whom Horace Greeley may be mentioned as a conspicuous example, who made and unmade politicians with their praise or criticism, who shaped the policy of political parties, controlled conventions and nominated candidates, changed the current of their country's history at critical points, and in many ways wielded an influence in public affairs greater than that of the leading statesmen. The editor of that time was greater than his newspaper.

From 1830 to 1860 the progress made in the mechanical department of the business was slow and unimportant in comparison with recent inventions. Cylinder presses came into general use for the printing of daily papers, but the weekly and monthly publications continued to use the hand machines. The speed of presswork was still limited to a few hundred copies per hour, so that an extensive circulation could not be supplied even if there had been a demand. The white paper used was still made of rags, and most of the material imported from Austria and Italy. The cost of production was high, and few newspapers in the United States were published at a fair profit. The uncertainty of the financial returns from the business greatly retarded its development. Inventors found that their ingenuity would receive more substantial rewards in other fields, and editors and publishers were rarely practical men who could discover imperfections in mechanism and suggest improvements in their own shops. Throughout the first half of the century most of the improved methods of printing were developed in the establishments of book and job printers. There new presses and all new mechanical devices were first installed.

To the New York *Herald* is generally credited the departure from old-time methods that resulted in the creation of newspapers devoted entirely to the publication of news, the reporting of the happenings of the world day by day. The innovation was not well received by the editors, who be-

lieved that the public cared more for opinions than a record of events. The new method proved popular, however, and the development of the newspaper from the personal journal and party organ dates from that time. The founder of the *Herald* and the new school of journalism spent money to obtain the news of the world ahead of the ordinary channels of communication. He established a system of special couriers, employed correspondents, and made the collection of reports of events of general interest a matter of first importance in the business of making a newspaper. Other editors followed the new movement.

When the civil war began the new order of journalism had progressed far enough to create a general demand for a full report of the progress of that great conflict. All the larger cities of the country were connected by railroads and telegraph lines, the political agitation for five years prior to the beginning of hostilities had aroused the people to a feeling of intense interest in the struggle, the circulation of the daily papers had increased almost to the limit of their mechanical capacity, and every condition favored a rapid development of the business. The leading editors still exerted a far-reaching influence and they were consulted by the highest officers of the government; but the time had come when the people wanted the news, rather than individual opinions. American genius and ingenuity responded promptly and adequately to the demand, and from the time of the civil war the development of the newspaper has been a marvel of science and art. The telegraph came into general use for the transmission of news, correspondents and artists were sent to the front with all the armies, the men employed in Washington to write their own views of public questions were instructed to send to their papers only a record of the great events then transpiring around them, and in a month, or at most a year, American journalism was well advanced upon a new era of marvelous develop-

ment. The time when the opinions, the power in phraseology, or the individuality of one man could alone make a daily newspaper a financial, literary, or political success had passed. The press had become an institution, journalism a profession, and the publication of newspapers a business.

With the sudden demand for more papers came rapid progress in the mechanical department of the business. Double cylinder presses capable of printing twenty thousand papers an hour were soon perfected, folding machines came into general use, stereotyping was employed to save time, labor and wear of type, white paper was made from wood pulp at a greatly reduced cost, and the progress in all departments of the business was by leaps and bounds until every demand was more than supplied and new expectations created. From that time forward invention kept pace with every increase of circulation. As soon as one press was found inadequate or imperfect, the manufacturers were ready to set up a faster and better one. As competition reduced the selling price of the newspaper, invention supplied every demand for the material of production at a reduced rate. The impetus to circulation imparted by the civil war created a new reading public, which rapidly grew to include every person who could read and a demand for all the news of the world once created would not be denied. The collection of news was quickly reduced to a system and perfected, until to-day no event of importance occurring in any part of the world is omitted from the daily record of current history.

The great cost of collecting news at the front and transmitting by telegraph full reports of battles during the civil war caused certain newspapers in New York City to enter into an arrangement to receive reports in duplicate and share expenses. Then the cost was further reduced by selling the news to papers in other cities. That was the beginning of the Associated Press, a plan of newspaper combination that ultimately

made the buying and selling of news a great commercial enterprise. Within a few years after the close of the war this system had been developed until practically all the daily newspapers of the country were interested in it or subscribers to the news collected and sold. This feature of the business continued to grow until agencies for the collection and transmission of news were established throughout the world. Similar associations were formed in England and on the continent of Europe, and news exchanged with the American organization. In the United States the business was developed until newspapers of particular sections of the country and even those of single States formed associations on the principle of mutual benefit for the collection of full reports of all important events within the territory where they circulated. At the present time the system has been perfected until the great news agencies of the country receive reports of important events from every quarter of the globe with a degree of promptness and accuracy rendered possible only by thoroughness of organization and the constant exercise of the keenest intelligence. The larger papers of the country, however, do not rely upon this service alone. They are represented by special correspondents not only in all the chief cities of the United States, but in London, Paris, Berlin and other news centers of the Old World.

The development of the newspaper into a medium for recording day by day every event of human interest was so rapid during the civil war and the stirring times immediately thereafter that many faults of form and detail remained. The journalism of that period was a new departure, and the men who created it had no precedent to guide them, but all the time there was a steady and intelligent effort to improve in all directions. The efforts of the leading men in the profession, influenced by conditions and surroundings, resulted in the creation of what were for a time known as schools of journalism—that is, one man set up an



ideal, and another man strived to create a journal of another character. The aim of all was to publish the general news of the day, but political influences were still strong enough to control editorial policy, and ultra-partisan and sectional views were incorporated in the record of events. There were still editors of great power and influence in politics and public affairs, and they tried to shape the current of the new condition by the force of editorial writing. A number of editors, of both the old and new order, for a time followed the policy of subordinating to partisan politics all other features of the newspaper. They sought to make the press the dominant influence in politics, and to do that they presented in their journals only one side of public and party questions. They undertook to think and to reason for their readers, and their partisan and sectional views were reflected in the news columns of their papers. So long as party feeling ran high this style of journalism was popular, but the newspaper, being in the nature of an educator of the masses, soon set the people to thinking for themselves, and created a demand for the news of public and political events without color of individual opinion. The change from intense partisanship to partial or complete independence of editorial utterance has come slowly, and is still under way. To-day there is no great daily newspaper in the United States so entirely subservient to a political party as to support any man or measure without question or protest. Politicians fear this spirit of independence, and therein lies the secret of the great power of the press in public affairs. The most powerful and successful journals are those that combine absolute fairness and honesty with independence.

A detailed record of the development of the mechanical part of the newspaper business during the past thirty years would be almost a synopsis of all progress in science and art. The newspaper printing press of to-day, which prints, cuts, folds and counts

ninety-six thousand papers per hour, with one man to operate it, is the mechanical wonder of the age. It is justly regarded as the greatest piece of machinery that the ingenuity of man has yet devised. Type is no longer set by hand in the making of a newspaper, the letters being formed from the metal direct and cast in finished lines by machinery.

Studying the perfection and magnitude of the newspaper printing press of to-day it is difficult to realize that little more than half a century of time and invention stand between this piece of mechanism, that seems to work with human intelligence, and the Washington hand press, upon which the production of printed sheets was a matter of slow and arduous labor. The great metropolitan newspapers of to-day are printed by monster machines weighing thirty tons, composed of four thousand separate pieces of steel, iron, brass, wood and cloth. In the great printing-press factory of R. Hoe & Co. eighteen months' time is required to build one of the modern presses, and the cost of it would have more than paid for all the newspaper printing presses in use in the United States at the beginning of the century. These monster machines are known as quadruple presses, which means that four complete presses have been built into one. When in operation, white paper is fed to them automatically from rolls, and this paper, with a speed greater than the eye can follow, is converted into the finished newspaper, printed on both sides, cut into sheets, pasted together, folded, counted, and deposited in files of fifty or one hundred at one side of the press. White paper is fed to the press from two points, and finished newspapers are delivered at two places on the opposite side. An idea of the speed with which the work is done may be gained by watching the printed papers fall from the folder. They drop so fast that the eye, no matter how well trained, cannot count them. These presses have a capacity of ninety-six thousand four, six or eight-page papers per hour, and



forty-eight thousand, ten, twelve or sixteen-page papers. Their mechanism is so perfect and so carefully adjusted that the breaking of a narrow band of tape in the folder, the loosening of a nut, the slightest bending of a rod, friction in a bearing, or any other derangement, no matter how slight, is instantly apparent to the skilled machinist in charge.

The white paper used in making the newspapers of to-day is manufactured from wood pulp and is put up in long rolls, wound about an iron cylinder that can be adjusted in place at one end of the press. These rolls contain from two to four miles of paper, and weigh from eight hundred to twelve hundred pounds each. As soon as one roll is used up another is lifted into place, the loose ends of the two are pasted together, and, after a stop of less than two minutes, the great press is again belching forth finished newspapers at the rate of sixteen hundred a minute, or two hundred and sixty-six each second.

Almost every invention and device of recent years in connection with the use of electricity is in some way utilized in the production and distribution of the daily newspapers. The evolution of journalism having finally established the fact that the chief function of the daily newspaper is to publish the news of the world, the problem of the business is how to obtain the news surely, accurately and promptly. The ocean cable has taken the place of the sailing vessel, the trained correspondent has succeeded the occasional contributor, the electric telegraph and telephone have entirely superseded the mail in the transmission of domestic news, and every event of human interest throughout the civilized world is placed before millions of readers within a few hours of its occurrence.

The collection of news is not restricted by any question of the cost of obtaining it. Fifty years ago it was considered a remarkable feat for one newspaper to obtain information of an important event in advance of competitors. To-day it is a matter of comment

if any newspaper fails to publish all the news desired by its readers. If a war is fought on any part of the earth there are reporters on the firing line, and no expense is spared in collecting and transmitting by the quickest method available full reports of any event of world-wide importance. To-day the hiring of special trains, the stringing of a special line of telegraph wire, the charter of a ship, the fitting out of an exploring expedition, or any other great enterprise in the way of collecting information for the newspapers of the United States, is so much a part of the everyday business of journalism that they are accepted as a matter of course, and cause no more than a passing comment.

Half a century ago the result of a national convention or election was not known all over the country for weeks afterward. In the case of a national convention to-day, telegraph wires lead from the convention hall into the offices of all the newspapers in the larger cities. An operator sits near the platform of the presiding officer, and with a muffled key he sends over the wire a full report of the proceedings, with a description of every incident of interest. At the other end of the line is an operator at a type-casting machine receiving the report and putting it into lines as fast as received. When a candidate for President has been nominated, extra editions of the daily papers are selling on the streets of cities a thousand miles away almost before the applause for the winning man has died out in the convention hall.

In enterprise and originality the journalism of America leads the world at the end of the nineteenth century. As a profession, it commands, with alluring prospects of fame and fortune, the services of men of genius and learning. Those who enter it from choice succeed or fail quickly. It is a life of activity, a work where energy and intelligence are essential qualifications, and honor and honesty are certain of reward. There is no enduring place in the profession for hypocrisy, indolence or mediocrity.—*Popular Science Monthly.*

## IN GREAT BRITAIN.

Advertising in the British Isles appears to be a subject in which a number of advertisers are at present evincing considerable curiosity. In view of this fact, the following extracts from a booklet recently issued by the Paul E. Derrick Advertising Agency, of New York, will not be without interest:

The British Isles, which include England, Wales, Scotland and Ireland, have a total area of 121,115 square miles and a population of 37,740,283. (The entire British Empire includes half as many more Christians.)

England alone, with an area of 51,000 square miles, has a population of 27,501,362.

The metropolitan police district of London extends over a radius of fifteen miles from Charing Cross and has a population of 5,663,866.

Thus, within an area but little exceeding that of New England, New York, New Jersey and Delaware, dwells a people equal in number to more than one-half the population of the United States.

The British people live the same lives, read the same literature and speak the same language.

We have a common religious and social liberty, the same respect for law and order, the same domestic life, the same desire for personal comfort, the same diet and the same diseases. Trifling differences, such as exist, are only external and unimportant.

We possess essentially common characteristics, identical natural tendencies. These, under similar climatic conditions, in the same mental, moral and social atmosphere and affected by a common religion and language, must produce a unity of thought and desire. British habit of thought is, therefore, the same as American habit of thought.

If Britons and Americans possess all these qualities in common, then their needs must of necessity be common needs and their trade demands practically the same.

Those things, therefore, which contribute to the comfort and well-

being of Americans must appeal with equal force to the British. In short, those things which Americans need or desire, the British need or desire.

They may prefer a big pill to a little pill, a sixpenny packet to a twenty-five cent package, or vice versa; but these things are only incidental and easily adjusted by the manufacturer, the main fact in its broad sense being unassailable, viz.: the British public demands the same things as does the American public.

The British market which includes all the vast British Colonial possessions, demands practically those very things which the American market demands. The few exceptions only prove the rule.

Broadly speaking, most proprietary articles of trade which have succeeded in the American market will succeed in the British market. Indeed, many American successes in the British market far exceed their home success. This may in some instances be owing to superior management but more often to better opportunity existing in the British market.

This condition has been demonstrated by shrewd Americans in the past, and remains for other shrewd, aggressive proprietors.

That exceptional opportunity exists to-day in the British market for many articles of American manufacture, is evident to any one making a close study of the subject. That it has been utilized by some does not argue that it has been exhausted. On the contrary, every American success achieved in Great Britain makes it easier for the next who undertakes it.

No American manufacturer of a proprietary article, without injustice to himself, can neglect to make an intelligent investigation of the subject.

No other nation in the world has been so blind to its foreign trade opportunities as our own, no commercial people so ignorant of foreign trade conditions.

Among a great many American successes in the British market the following stand out with special prominence, and in a measure

emphasize the variety of possibilities already discovered:

Blaisdell's Pencils, Cuticura Remedies, The American Tobacco Company, Carter's Little Liver Pills, Dr. Warner's Safe Cure, Quaker Oats, Scott's Emulsion, He: Majesty's Corsets, Rough on Rats, Graphophones, Dr. Williams' Pink Pills, St. Jacob's Oil, Williams' Shaving Soap, Sozodont, Mabie, Todd & Bard (gold pens and pencils), Munyon Remedies, California Syrup of Figs, Sapolio, Remington Typewriters, Columbia Bicycles, Hood's Sarsaparilla, Warner's Corsets, Derby Desks, Brook's Crystal Soap, American Shoe Company.

There are few essential differences between American and British business detail, but those differences which do exist must be taken into account.

#### MR. COWLES' PRODUCTS.

One of the most successful writers of advertisements in New York is J. Edward Cowles, manager of the cigar department of Austin, Nichols & Co. Mr. Cowles has not only done some very clever work for this house in the cigar line, but he is also guilty of having inflicted upon the public some of the best jingles and jangles of the hash-factory poetry order that have ever been written.

The Curo Chemical Company puts out in a neat imitation box eleven different remedies, all of which have been compounded and prepared under the direction of an eminent physician. These remedies are put up in tablet form, the various formulas being used in the practice of many prominent specialists for each individual complaint. The remedies have met with success throughout the country during the short time they have been upon the market. Here is one of Mr. Cowles' effusions:

Sing it—Ku-ro kap-i-tis so they say, cures the head-ache ev-ry day; head-aches great and head-aches small, Ku-ro tablets cure them all.

And here is another one which is set in the form of a bottle:

This is you see a bottle, and right in it you will find a cure for many pains and aches and ills of every kind.

The doctor's own prescription will, in tablet form, insure a prompt relief, and frequently a single dose will cure the head-ache, indigestion, a cough or cold severe, rheumatism, influenza, instantly or mighty near. A dozen doctor's visits for a quarter, think of that—you will keep me by you always when you know where I am at.

Mr. Cowles in his advertising has certainly been unique and distinctive. He has also gotten out imitation Confederate bills on the backs of which are printed peculiar jingles. Here is one:

He said, said he, "Oh, hully gee, what a head I have on me. Nary a drink me thirst to slake, but sure me head is bound to ache. Oh, doctor dear," he says, says he, "plaze shton the pain from aching me. 'Kuro Kapis-tis,' he says, says he, and a couple of bul'ets he gave to me. 'Swally them

quick,' said the medical mick, 'if a man isn't well, why he must be sick.' So down went the tablets and 'way went the pain, and be jabbers I'm feelin' me-self wanse again. How much is it, doctor? 'Three dollars,' said he. Here's five, said I, doctor, it's worth that to me. And be gorry it was, for I now know the name of the stuff that cures headache, and I buy the same for twenty-five cents at the drug store near by, and there's ten doctor's visits for a quarter, sez I." Kuro Kapis is an eminent physician's prescription in tablet form, and cures all kinds of headaches. All druggists, or sample free by mail for four cents in stamps.

And here follows another which is worthy of repetition:

I stood upon the ocean's sandy beach, And with a reed I wrote upon the sand these words:

"Agnes, I love thee!"

But the winds came and the waves rolled mountains high,

And blotted out the fair impression. Cruel waves, treacherous sand, fragile

reed!

No longer will I trust to thee;

But from the highest mountain peak I'll pluck the tallest pine,

And, dipped in the crater of Vesuvius, with it I will write

Upon the high and burnished Heavens this mighty truth

Kophyne Kures Koffs,

And I would like to see any dog-gone wave wash that out.

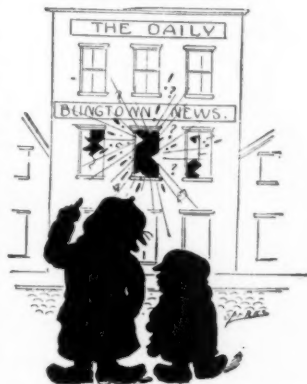
Kophyne is an eminent specialist's prescription in tablet form, and an absolute cure for Coughs, Colds, Bronchitis and Asthma.—The Advertiser.

#### ON EXHIBITION.

Poet—Can I see the editor?

Office Boy—Sure! Gimme a dime and I'll let you peep through the keyhole! —Chicago American.

#### THE OLD STORY.



"What's the matter over there, sonny?"

"Nuttin', on'y de advertisiin' manager and de editor tryin' to see who's boss."

## ONE WAY TO RENT ROOMS.

By Sam. E. Whitmire.

In Cleveland, O., there is a financial concern called the United States Savings & Home Investment Association, with offices in the Superior Building. It is a kind of building and loan business and as a means of advertising, and for the accommodation of its patrons it conducts a system of registration of the apartments and furnished rooms that are for rent by people who wish to avoid the publicity of placing a card in the window or an ad in the newspaper. The business seemed to be flourishing when I called on Mr. J. B. K. Turner, the assistant treasurer, who has charge of this branch. I asked him to explain the system for the benefit of PRINTERS' INK readers. He said:

"We enter upon our books a full description of apartments or rooms—furnishings, location, distance from city hall, as measured by street car time, and all other facts that would assist in securing a desirable tenant. We make no collection from tenants, but require a deposit from the party registering of twenty-five cents, and seventy-five cents to be paid after we have secured a tenant. A fair reduction is made to patrons offering more than one room.

"We take all of the daily newspapers and go over them, and to every address where apartments or rooms are advertised we mail a blank and write a letter asking that it be filled out and returned to us with twenty-five cents for registration.

"We also have arrangements for photographing apartments and rooms for filing in this office for the inspection of our possible tenants. Here, you can see, are hundreds of photos of interiors, and a person can go over them and pick out a home just to his or her liking, without having to travel all over the city. We find this a successful way of renting. We urge upon our patrons the importance of having a photo made. We have our own photographers and the expense does not exceed fifty

cents per view. It is about twenty-five cents per view where two or more are made in one house.

"We keep an ad in the daily papers telling people they can come here and select from hundreds of choice homes, see the photographs, read the descriptions, get the rates and all other facts. The business is growing fast, and I firmly believe it will prove most successful. We started this branch Oct. 1, 1900."

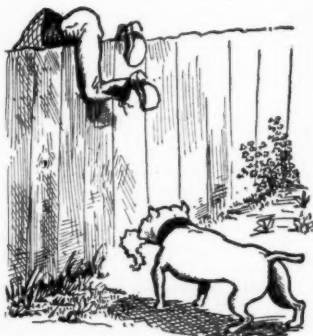
Mr. Turner gave me a copy of the blank sent out to people who put "For Rent" ads in the daily papers. It is reproduced herewith:

Phone, Cuyahoga Bell.

No. .... Street. ....  
Car line. ....  
Side of street or avenue. ....  
Distance from City Hall. ....  
Number of rooms. ....  
Rate per week or month. ....  
Furnace or steam heat. ....  
Hot and cold water. ....  
Gas. ....

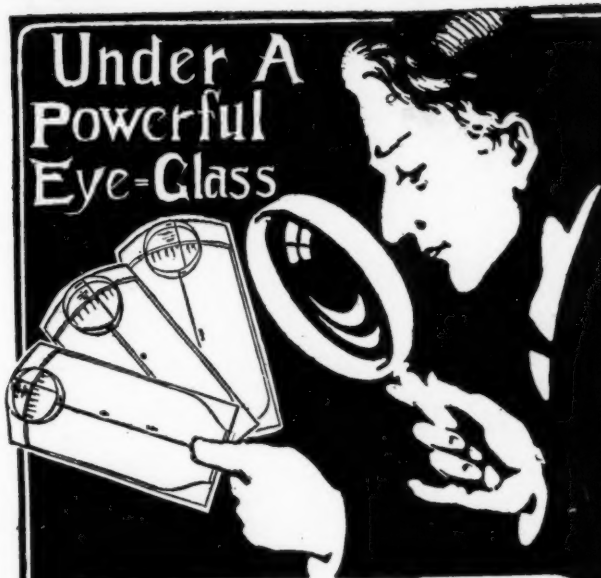
## CONTENTS:

Furnished as follows. ....  
Carpets and rugs. ....  
Kitchen utensils. ....



THE power of persisting in whatever one desires to accomplish is one of the most valuable characteristics that an advertiser can possess. It is this bulldog tendency of going ahead through thick and thin, of never becoming discouraged, that has made the successes so much envied by the newcomer in this field. In the illustration above reproduced an artist has endeavored to picture how the bulldog "never lets go," and how the farmer whose trousers have been imprisoned in the beast's jaws is at length compelled to leave a considerable part of that extremely necessary human garment behind.

# Under A Powerful Eye-Glass



You would fail to detect a single speck of dirt on your laundry after it has received our usual careful attention.

Since the addition of a second story to our plant it has become one of the finest and most perfectly appointed in the State. With our enormous facilities and perfect modern system we are prepared to give, by far, the BEST LAUNDRY SERVICE in Springfield.

**Marshall Laundry Co.**  
12 HIGH PHONE 138 WORKS 138 S. CENTER

FROM THE PRESS REPUBLIC, SPRINGFIELD, O.

## SCHEMES AND SCHEMES.

The word schemes is applied to a great many of the supplementary methods of advertising which are perfectly legitimate and valuable. It is also applied to those nondescript propositions which partake more or less closely of a blackmailing character, and are simply another form of "pulling your leg."—*Pacific Coast Advertising.*

## EXPERIENCE GIVES SKILL.

Many leading advertisers in the United States whose appropriations for advertising run into thousands of dollars a year, regularly expend these large sums with a slighter element of risk involved than was incurred in the expenditure of the first thousand dollars appropriated.—*Portland (Ore.) Sunday Oregonian.*



## 5 Things To Remember

- 1st:** That a cheap binding which must be replaced costs more than a high-priced binding that wears.
- 2nd:** That it is well worth while to save the wear on your skirt edge by a good binding.
- 3rd:** That a good binding adds to the elegance of the skirt edge as much as attractive neckwear does to the waist.
- 4th:** That you cannot tell by the appearance of a binding whether it is a good binding or not, and
- 5th:** That if you look for **S. H. & M.** stamped upon the back of every yard of skirt binding you buy you can safely forget the other four things.

AT ALL GOOD DRY-GOODS STORES.

**S·H·&M·**  
 REGISTERED TRADE MARK  
**SKIRT BINDINGS**

HERE GREATLY REDUCED.

### AN ADVERTISING CRUISE.

O. P. Austin, chief of the Government Bureau of Statistics, recently addressed the National Board of Trade on the subject of foreign advertising. Mr. Austin's form of foreign advertising, however, is much different than the kind so well understood by newspaper men and advertising agents. He believes that it would be a wise move for the government to fit up a floating exposition of the commercial resources

and products of the United States—one or more small vessels being used for the purpose. In his opinion, South America, Hawaii and the Orient should be visited and the cruise last several years.—*Advisor.*

THE mail order business has come to stay, is bound to develop, and with the rural postal delivery will increase with more rapid strides than ever before.—*D. M. Lord.*



PHILADELPHIA, Pa., April, 9, 1901.  
*Editor of PRINTERS' INK:*  
 I herewith inclose a photo of F. X. Ganter's store window, which, being a new advertising novelty, I thought you

would like to use. The window has only been fixed up this way during the past week, and attracts crowds of persons all day. Yours truly,

CABELL TRUENAN.

#### BROOKLYN BEDSTEAD WAR.

The past few days have seen a merry advertising war between the two largest department stores in Brooklyn—Frederick Loeser's and Abraham & Straus'. The cause of the trouble was very simple. Sunday, March 24, Loeser advertised liberally in most of the New York and all the Brooklyn papers, a great sale of 8,500 iron and brass bedsteads, beginning the next morning. But the next morning all the papers were filled with big advertisements of Abraham & Straus, offering the entire stock of an iron and brass bedstead factory—15,000 beds—at even lower rates than Loeser's.

Then the fur began to fly. Loeser came out the following day and offered \$1,000 to any Brooklyn charity if the other firm could show that it had purchased these goods prior to the date of the advertisement. Next day Abraham & Straus published a letter from the Manhattan Bedding Co., of West 23d street, Manhattan, asserting that they had sold the 15,000 bedsteads to Abraham & Straus prior to March 25. The advertisement, however, did not make any pretense of claiming the \$1,000.

Then Loeser comes out the following day, asking for a sworn statement, and offering an additional \$5,000 for charity's sake if the statement first made could be proven. And so the war goes on, the daily newspapers of the metropolis enjoying the fight immensely and encouraging both houses to keep

it up. And meanwhile, the great Brooklyn public has become so deeply interested that the bedstead department of both stores is constantly crowded from opening time in the morning until closing time at night.

Well, it is a pretty good game to play, too, once in a while, and it is one that has often paid well in the past.—*National Advertiser.*

#### FOR CALENDARS.

It has been estimated that 40,000,000 advertising calendars were given away at the beginning of the year by the various firms who pin their faith to this form of publicity. As most of these calendars were lithographed or printed in colors, it is reasonable to assume that the average cost was not less than \$25 a thousand, which runs the total expenditure for calendar advertising up to \$1,000,000. Considering the fact that 14,000,000 voters cast their ballots at the last Presidential election, it is probable that the number of men and women in the country over twenty years of age is about 30,000,000, for all of whom calendars were provided—and 10,000,000 over. There being something like 16,000,000 families, it follows that an even distribution of the calendars would have given two to every family and an additional one to 8,000,000 of them.—*Profitable Advertising.*

Puffs of wind help the sails; "puffs" of goods the sales.

## "PRESS" FASHION HINT.

The accompanying illustration shows a very fetching Easter hat from the stock of the May Co. It is made of fancy black hair braid, with Frenchy touches of black velvet, banked at the side with handsome white silk roses. Miss Lillian Curran, one of the May Co.'s handsome saleswomen, posed for this picture.



CLEVELAND, O., April 8, 1901.

Editor of PRINTERS' INK:

I inclose a few samples of complimentary advertising showing that even though space is rated high in some newspapers, there are avenues open

whereby the ad man can do the house he is working for no little good if he keeps his eye open.

Very truly yours,

BYRON W. ORR,  
Adv. Mgr. The May Co.

### NO NEED OF NERVE MEDICINE.

He walked into a Chicago newspaper office confidently and took a seat.

"Are you the manager?" he asked, briskly.

"What can I do for you?" replied the newspaper man in a noncommittal tone.

"I am a patent medicine manufacturer. Your paper has a pretty wide circulation, hasn't it?"

"Wide!" The newspaper man swung around in his chair. "Wide! I should say so. We have a circulation greater by two to one than any other paper in the State—a sworn circulation, sir, of 100,000 copies daily, and it's a paid circulation, too, and we reach the families, sir. Our paper is read by 500,000 people every day, and when you consider that our advertising rates are—well, they're so low that we're going to advance 'em 50 per cent right after the first. I don't exaggerate in the least, sir, when I say that we offer positively the best advertising medium in the United States. Why, you can see for yourself what the results must be from

an ad placed before 3,500,000 people every week and—where are you going?"

"O, 'round town a little," replied the stranger, putting on his hat. "The article I make is a nerve medicine and I came to sell you a bottle, but I see you don't need it."—*Chicago Tribune.*

### THE AD'S HISTORICAL PURPOSE.

It is interesting to note that the advertisement has another than a commercial use. It is printed for business purposes pure and simple, but, after it has served its day, it takes its place in the picture of the life of the times. Back a hundred years or more in our files the advertisements are really more interesting than the news so-called. They show what people ate and drank, what they wore and what they read, and, by offering to meet all the wants of their time, show what those wants were and what were the conditions of the life to which they belonged. If our papers survive, the advertisements of to-day will serve a similar purpose.—*Charles Hopkins Smith.*



IN PHILADELPHIA.

PHILADELPHIA, Pa., April 10, 1901.

Editor of PRINTERS' INK:

The production, "The Dairy Farm," is being advertised in a manner somewhat unique. A pair of oxen, yoked to a large wagon, such as are used for hauling heavy loads on the farm, are driven through the main streets. The wagon is filled with milk cans, and on each side of it is a large white muslin sign, bearing the following inscription in large red letters: "The Dairy Farm" at ye Park this week." Seated on the milk cans are two "up-country" looking lads and a huge black dog. The driver, a broad-shouldered, tall farmer, wearing long cowhide boots and flourishing a long whip, walks by the heads of the oxen, the team moving at a snail pace.

What was doubtless the largest free "reading notice" that has been published in the Philadelphia newspapers for many years was printed in both the morning and evening papers on April 4. The "notice" was about Gimbel Brothers' mammoth department store, and in some papers it occupied five columns, containing among others a cut across five columns of the Gimbel Brothers' block as it will appear when buildings under way are complete. The article was full of "meat" and contained an exceedingly interesting history of the growth of this firm. This house has recently greatly increased its advertising space, and now uses every day a full page in the *Ledger*, seven full columns in the *Record* and the *Inquirer* respectively; and large cards in all the other morning and evening newspapers. I have heard it asserted by men well posted on advertising matters that Gimbel Brothers use more space than any other advertiser in the Quaker City at the present time. When the whole store is completed, the outlay will represent \$3,000,000, and the space occupied will be thirty acres. This, it is claimed, will be by far the largest mercantile building in the world. The advertising manager of the Gimbel store is Mr. A. A. Christian, who for many years held a similar position with John Wanamaker.

Very truly yours, JOHN H. SINBERG.

INTERESTED EVEN IN CAPE COLONY.

QUEENSTOWN, Cape Colony,

March 13, 1901.

Editor of PRINTERS' INK:

If not too late, I submit the words "Adzette" or "Adset" for expressing the "advertised article." Both are simple, easily pronounced, and their phonetic expressions seem associated at once with advertising.

Yours respectfully, J. BALL.

IT WAS HIS GUIDE.

GOSHEN, Ind., April 11, 1901.

Editor of PRINTERS' INK:

PRINTERS' INK is the guide that steered me to the road of advertising.

Thankfully yours,

GEORGE A. GNISS,  
Adv. Mgr. of Salinger Bros.

It pays to advertise—right.—*Advisor*,

A GOVERNMENT SUGGESTION.

NEW YORK, April 13, 1901.

Editor of PRINTERS' INK:

The United States government is said to be experiencing considerable difficulty in securing recruits to fill the new regiments created by the Army Reorganization Bill, and what recruits they do get are in small numbers and come straggling in one by one. But they would rush in faster were the methods employed by the government to get them a bit different. A new plan might be more effective. Every one is familiar with this stereotyped announcement:

WANTED FOR U. S. ARMY. Able-bodied unmarried men, between ages of 21 and 35, citizens of United States, of good character and temperate habits, who can speak, read and write English. Recruits specially desired for service in Philippines. For information apply to Recruiting Officer.

Why doesn't the government organize a department of publicity to be run in connection with the war department and employ capable men to manage the affair? Instead of the old prosy and stale ads, they could get up interesting and seductive stories to be inserted at advertising rates, telling in rosy language of the beauties of the service, the wonderful opportunities afforded young men for advancement and commissions, the chances to see this great round world, the nice clothes furnished free, the excellent grub, and the picnic generally the men who soldier for Uncle Sam have—on paper. W. H. H.

THE TELEGRAPH'S LIMIT.

PHILADELPHIA, April 15, 1901.

Editor of PRINTERS' INK:

I notice an interesting article in your valuable publication of April 10, entitled "Whims of Newspapers," by Cabell Truman. I have read the article with a great deal of interest and hardly indorse very many of the views expressed. We are, however, done an injustice in the first paragraph, where the public is led to believe that the Philadelphia *Evening Telegraph* does not take a double column ad of less than fifty lines deep or one hundred in all. This rule does not prevail, and has not since I have been its advertising manager. We have reduced our double column limit to thirty-five lines, which we feel and experience has taught us is within the reach of every one who wishes to make a really good double column display. With best wishes for increased prosperity for your very valuable journal, I am, Yours very truly,

MILTON RUBINCAM,  
Adv. Manager.

"HOT BATH IN ONE MINUTE"

FOR ONE CENT.  
Moons by the aid of a red, struck a rock and got cold water. You by the aid of a Humphrey Crescent Heater strike a match and get hot water. They require no complicated piping, simply connect with water and use in your bathroom. Guaranteed.  
Write for Booklet.



HUMPHREY MFG. & PLATING CO., Kalamazoo, Mich.

SMALL BUT EFFECTIVE.



## NOTES.

"English and American Picture Papers," by Alfred Harmsworth, in *Collier's Weekly* of April 13.

"COLLEGE Men and Newspaper Work," by George Ade, appears in the *Saturday Evening Post* of April 13.

In its issue of April 13, *Leslie's Weekly* (N. Y.) begins a series, "Golden Opportunities in the Philippines."

In Philadelphia the Beck Engraving Company's blotter designs each month are invariably attractive and artistic. The latest blotter was made up of photographs of leading American actresses.

On the package in which is an exterminator of cockroaches and other insects, the manufacturer says: "Tell your neighbors to use it, or you will get a new supply of the pests."—*Advertiser*.

HAWES, VON GAL & Co., makers of Hawes hats, 825 Broadway, New York, believe in advertising literature of the highest order. Their recent folders to the retail trade are effective in expression and mechanically striking.

THE Vergennes (Vt.) *Enterprise* has furnished the American Newspaper Directory a detailed circulation statement showing the combined average weekly circulation of the *Enterprise* and its Middlebury and Orwell editions for a year ending with March, 1900, to have been 2,219 copies.

A FOOD fair for next fall in Mechanics' Building, Boston, is in embryo. Frank M. Haynes, of Roxbury, will be the manager, with M. L. King, of Somerville, president of the Boston Retail Grocers' Association, under whose auspices the exposition will be held, as assistant manager.

GREAT Northern Pocketbook No. 10, "On Lovely Lake Chelau," published by the Great Northern Railway Company of St. Paul, Minn., is a gem of a booklet. It gives a brief description of what is claimed to be one of the most charming lake and mountain resorts in America. It is 4½x8 inches and illustrated with beautiful halftones.

THE Evansville (Ind.) *Morning Journal* and the *Evening News* of the same city have consolidated and now

publish the *Evansville Journal-News*, an afternoon daily with a Sunday morning edition. Mr. Elmer E. Clarke, the advertising manager, claims the consolidation caused an increase in circulation, which he puts at 11,000 copies daily.

THE *Advisor* (N. Y.) lists as having instituted classified departments after the fashion of the New York *Evening Telegram's* Exchange columns and the New York *Journal's* "Swappers' Mecca": Boston *Traveler*, Baltimore *Herald*, Buffalo *Times*, Denver *Times*, Philadelphia *Item* and *Times*, Albany *Evening Journal*, and West Superior *Telegram*.

A CORRESPONDENT writes: I picked up a copy of the Buenos Ayres (S. A.) *Weekly Herald's* packet edition, printed in English, the other day, and found in it an ad of Dr. Williams' Pink Pills. Truly, American advertisers are reaching out after business when a patent medicine is given publicity in a commercial weekly published under the Southern Cross.

BAUSCH & LOMB have published a handsome booklet entitled *Plastigmat*, describing an entirely new lens construction of this name. The *plastigmat* is claimed to be an ideal lens for general photography and portraiture of the highest optical excellence. The booklet is comprehensible and well arranged mechanically, but it fails to give address and domicile of the publishers, which is certainly a mistake.

THE popular Browning, King & Company's *Monthly Magazine*, of Brooklyn, has reduced its size of page, and now gives thirty-two instead of sixteen pages. Mr. C. M. Fairbanks, the advertising manager, is to be congratulated on the excellence of this little sheet of humor; also the booklet on "Good Clothes," which contains exceptionally fine halftones of graceful men attired in the concern's finest specimens.

"We ask you to appoint a State Commission which shall be empowered to supervise all public advertisements tending to degrade youth, and which shall have absolute power to forbid the publication of those which in their opinion are demoralizing and which shall propose statutes providing penalties for

No other city in country can be so completely covered by one newspaper as is Washington by the *Evening Star*.

It completely covers its field.

M. LEE STARKE, Representative,  
Tribune Building,  
NEW YORK.

Boyce Building,  
CHICAGO.

such offenders." Mrs. George A. Slomcumb, 769 Main street, Worcester, has charge of the collating of the petitions in circulation in Massachusetts.

ONE of the latest alleged frauds being investigated by the postoffice department is the doctor who advertises to cure deafness without fail for \$18.50. To those who send the money the doctor sends 2,000 pills, with instructions to take one each day without fail, and not miss a day or the charm would be lost. As the truth of his advertisement cannot be put to the test until five and one-half years, the authorities are puzzled as to what course to take.

THE Manierre-Yoe Syrup Company, 30-32 River street, Chicago, distributors of W. R. Manierre's Canadian maple syrup, publish a series of twelve booklets entitled "Babes in the Old Manse Woods." The booklets are for children, contain pages with outline drawings and leaves for tracing. They are for amusement and instruction in juvenile drawing. The booklets are obtained by forwarding a label from any bottle or can of the company's syrups and a two-cent stamp.

THE Albany (N. Y.) *Press-Knickerbocker-Express*, whose entire plant was destroyed by fire on election night, Nov. 6, 1900, has risen from its ashes like Phoenix of old, and a handsomely furnished and thoroughly equipped building now graces the site of the old one. It was thrown open to the public Wednesday night, April 11, and many citizens took advantage of the opportunity to see a big newspaper plant in full working order. The affair was quite informal, the only invitation being that contained in the paper.

THE Dayton (Ohio) *News* has recently published a Women's Day edition. The paper was edited, reported and sold on the streets by women of the Young Women's League. The editor was Mrs. Charlotte Reeves Conover, and contributions were made by Vice-President Roosevelt, Governor Nash and many of the best literary minds. The claim is made that this edition exceeded the regular circulation by over 40,000 copies run and sold. Thus the Dayton, Ohio, *News* approached the circulation of some of the metropolitan dailies on this date. The profits of the edition were devoted to charity.

A CORRESPONDENT writes: The Insoloid Fuse Company, Denver, Col., advertises on a postal card a new fuse by that name. It is printed in reverse style and accompanied by the following footnote: "The printer who set up the type is left-handed, and having a slight cross on the right eye, did not discover his mistake until all the cards were printed; but if you hold it before a mirror you will catch the idea just the same." The Insoloid people had done better to have other cards printed than to inflict such jokes on business people. Anything that obstructs the quick perception of advertising matter is poor advertising.

THE H. G. Razall Manufacturing Company, bank outfitters, lithographers and printers of Milwaukee, Wis., have

published a book called "Systematic Accounting," which describes the Razall loose leaf system, asserted to be the most advanced and economical method of accounting and recording. It attempts to demonstrate the advantages, among which are listed the elimination of all surplus or dead or closed matter from current ledgers in daily use. The book is illustrated showing in plates the fac-simile pages of loose ledgers and their bindings. Mechanically it is handsomely appointed, has a slate colored embossed cover and is bound with a heavy silk cord.

THE Deering corn-binder, manufactured by the Deering Harvester Company, of Chicago, is the subject of an interesting catalogue. It presents facts and figures relative to the Deering Harvester Works, said to be the greatest single manufacturing plant in America, covering an area of eighty-five acres and giving employment to nine thousand people, in addition to twelve thousand local agents in this country alone. The book gives a detailed account of all parts of the machine with cuts to illustrate construction and use. A section of the book is devoted to indorsements of people who use the corn-binder. The cover is lithographed, showing a group of ripe, rich Indian corn tresses.

THE *Outlook's* recreation department, 287 Fourth avenue, New York, publishes a little booklet which explains the practical side of that department. It is based on the belief that a place where impartial and reliable information concerning any hotel or boarding house or any transportation line can be secured must be of great value to the readers of the *Outlook* and also to the public at large. A small fee of 25 cents is charged to each applicant for information. Upon receipt of that amount the department forwards pertinent printed matter, etc. The booklet also contains specimens of small hotel ads, showing size and display and prices charged for space. A specimen page of the *Outlook* with classified hotel ads makes the scheme very easily understood. The booklet is very handsome, 3x4 inches in size, with cover in blue and gold. It is mailed in a small pouch of red flannel.

#### ONE WAY.

An effective way of advertising is to get into the good graces of the most prominent men in the several neighborhoods, by getting them first to buy goods of you and then giving them commissions on all the cash trade they may bring or send you. By getting such men to work for you, your business may be largely increased in the course of a year. If you were going to buy a certain article and one of your good substantial friends would speak up and tell you that you could get the best kind of that certain article at a rock-bottom price at Mr. B.'s place, it would surely influence you somewhat to at least investigate the goods at Mr. B.'s before you bought. So it is with the farmers; they are always after bargains, just the same as you, and they will hunt for them and follow the clues that will lead them to the places where they may be found.—*Implement Trade Journal*.

## Tools of Trade

A merchant tailor without a tape; an architect without a square; a navigator without a compass; a broker without a stock ticker; a grocer or butcher without scales, would strike you as ridiculous.

Business achievements and financial success are reduced to almost a mathematical certainty through correct information, correct weight and measure of all the factors involved. The American Newspaper Directory is the most important tool of trade for advertisers. By its use they can weigh and measure character and circulation of any medium of consequence that is published on the American hemisphere. Its conclusions are correct, its logic sound, its advice a human guarantee for business achievement.

The latest issue of the American Newspaper Directory—first quarter for 1901, first installment of a new century, thirty-third year of its own consecutive publication—is NOW READY.

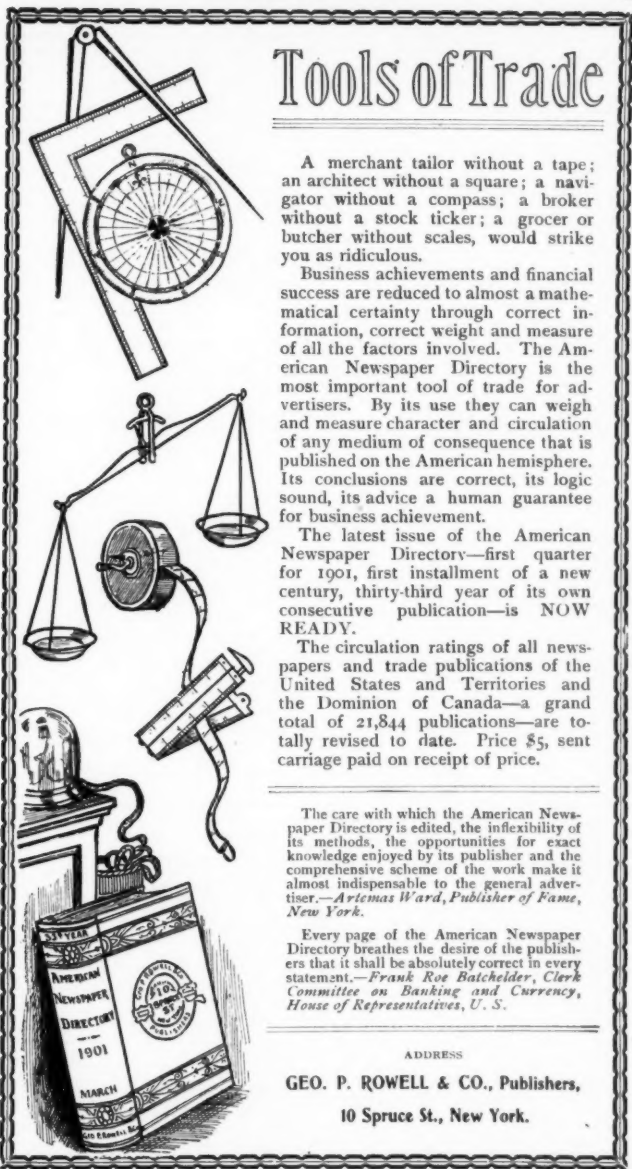
The circulation ratings of all newspapers and trade publications of the United States and Territories and the Dominion of Canada—a grand total of 21,844 publications—are totally revised to date. Price \$5, sent carriage paid on receipt of price.

The care with which the American Newspaper Directory is edited, the inflexibility of its methods, the opportunities for exact knowledge enjoyed by its publisher and the comprehensive scheme of the work make it almost indispensable to the general advertiser.—*Artemus Ward, Publisher of Fame, New York.*

Every page of the American Newspaper Directory breathes the desire of the publishers that it shall be absolutely correct in every statement.—*Frank Roe Batchelder, Clerk Committee on Banking and Currency, House of Representatives, U. S.*

ADDRESS

GEO. P. ROWELL & CO., Publishers,  
10 Spruce St., New York.



## THE MILLION DOLLAR SALARY.

The possibility that used to be held before the dazzled eyes of every American boy was that of growing up to be President of the United States. The new possibility is that of drawing a million dollar salary. Such a salary is the prize that ability wrests from wealth. The men who draw this pay are not those who inherited millions, but who were born with the power to work and to direct the work of others. Mr. Schwab has been described as a "human thunderbolt." If his employers pay him a million dollars a year, it is because they know that they can get several times a million out of him. He may have men in his office drawing less in a year than he does in a day who are his superiors in general intelligence, who could write better novels than he could, draw better pictures, express a more skilled appreciation of plays, frame better national policies, and pass for men of abler minds. Not only could the Steel Trust not afford to pay one of those men a million dollars a year for managing its affairs—it could not afford to let him manage its affairs if he paid for the privilege. Just that peculiar combination of qualities which Mr. Schwab possesses is needed to keep such an enterprise from wreck and make it profitable to its owners. The men who have the power of industrial generalship will be the Caesars and Napoleons of future history, and they will win the rewards that have gone to military generalship in the past.—*Samuel E. Moffett, in Saturday Evening Post.*

## BATES' ENTHUSIASM.

I want to say that store news is the most intensely, vitally interesting news that can be put into a daily paper; that it is the first news that a woman goes in for when she opens a newspaper; that it gets readers for a paper, and that it is more valuable than any other news that is printed. All this, provided it is news. It must be real news—fresh every day, and served with just as much shrewdness as the editor of a paper displays in his daily news columns.—*C. A. Bates.*

## INSPIRATION.

Inspiration is a great and wonderful thing. You cannot get along without it, but you cannot depend upon it. It will come at no man's bidding. It is as much beyond control as a servant girl who works in the suburbs. Many a man who has set out to write an advertisement in an hour scribbles and erases and tears up paper in the vain hope of producing something worth while. At the end of the time he is as far from his object as in the beginning. Then an idea comes into his head. Whence it comes he does not know, but in ten minutes he has an advertisement that delights his heart. And he says to himself:

"Why didn't I think of that before?"  
—*National Advertiser.*

## FOLLOWS ITS FLAG.

Wherever the catalogue goes the store goes.—*W. B. Phillips.*

## ADVERTISING THE LAWS.

The suggestion made by a member of the legislature recently to the *Telegraph* that the laws should be printed in the newspapers as soon as the Governor affixes his signature to them is one worthy of serious consideration. Too often the old saying of ignorance of the law is no excuse is a hollow mockery, for very often there is no opportunity to know what the law is, and that certainly ought to be an excuse. The district attorney of a neighboring county recently picked up a knowledge of the law that he might not have known had he not been a newspaper reader. It enabled him to conduct his cases in an up-to-date manner, and he was grateful to the newspaper that had printed the laws as a matter of news for its readers. The newspapers of the State have for years insisted that the laws be advertised as soon as approved in order that the general public may become acquainted with them, but those opposed to the scheme sneer and say it is a plan to get advertising for the papers and that there is no general demand for it. That is not borne out by the facts.—*Harrisburg (Pa.) Telegraph.*

## GOOD LOGIC.

You can't fool people very long at a time. You may be able to make one sale of a poor article, but there are few things in which the profit is sufficiently large to admit of advertising for the sake of making one sale. It is repeated orders from the same persons which make advertising pay. If Pearline, for instance, were no good, nobody would buy it more than once, and as it is a five-cent article, the cost of selling the first package is almost sure to be more than the package sells for at retail. If the benefit of the advertising stopped there, Pearline would soon be out of the market.—*Shoe and Leather Facts.*

## SLANDEROUS SUPPOSITION.

Mrs. Tupenny—How can that editor speak of himself as "we," when he's a single man.

Tupenny—I don't know, unless he lives a double life.—*New York Town Topics.*

## Classified Advertisements.

Advertisements under this head two lines or more, without display, 55 cents a line. Must be handed in one week in advance.

## WANTS.

TYPEWRITER ribbons re-inked: 40 cents each. H. WHITEFIELD, Red Bank, N. J.

ADS for the DEMOCRAT, Greenup, Ky. Average circulation 6 mos., 1,998 copies weekly.

EXPERIENCED Journalist wants general management trade journal or country weekly. "JOURNALIST," care Printers' Ink.

HAVE a first-class mail order article. Splendid seller, big profit. For particulars address HIGHWATER MFG. CO., Chicago, Ill.

MORE than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

PUBLICATIONS that want illustrations or complete pages to write LAURENCE ELKUS, 150 Nassau St., New York, telling the subjects and sizes wanted.

IN its own brick building—a permanent, progressive enterprise. RECORD, Greenville, Ky.

**WANTED**—Select advertising for WALKER CO. BAPTIST—3 columns, 8 pages. Organ big Baptist association. Send for sample copy and rates. S. KENNEDY, Oakman, Ala.

**WANTED**—An energetic advertising man for a religious monthly with more than 10,000 circulation. Address, giving full particulars, REV. H. B. P., care of Printers' Ink.

**PUBLISHERS' COMMERCIAL UNION**, a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

**WE** want an experienced subscription agent in every city who knows how to handle canvassers. State experience and send references. CHRISTIAN REVIEW, Subscription Department, Kalamazoo, Mich.

**ADVERTISING** assistant with 8 years' experience desires position. Understands rates, media, writing, engraving, printing, etc. Moderate salary to demonstrate ability. "NONSFARIL," Printers' Ink.

**ORDERS** for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

**POSITION** with publishing house wanted by young man, manager largest subscription list in country, stencil system. Ability and enthusiasm demonstrated. New York or Chicago preferred. "H. L. W.," 128 Duane St., N. Y. City.

**FERNALD'S NEWSPAPER MEN'S EXCHANGE** (established May, '98) recommends competent editors, reporters and advertising men to publishers. No charge to employers; registration free; fair commission from successful candidates. Tel. 659-2, 15 Cedar St., Springfield, Mass.

**ADVERTISING** man wanted. We want a pushing man of experience and ability to edit our advertising and take general charge of the advertising department—one who knows something about retail dry goods and how to talk dry goods in the newspapers. Apply to B. AUGUST & BRO. DRY GOODS CO., St. Louis, Mo.

**YOUNG** man wanted possessing artistic ability in drawing strong, forceful sketches, suitable for newspapers and advertising illustrations. Must have the faculty to grasp given ideas quickly and be able to produce them with pen and ink. Applicants please state age, education, experience if any, and salary wanted. A few recent sketches, possibly from actual life, or others, must accompany application. Please address "ADVERTISING ILLUSTRATOR," care of Printers' Ink, 10 Spruce St., New York.

#### COLOR PLATE MAKER.

**FREDERICK KIRSTEN**,  
170 Fulton St., New York.

#### POSTAL CARDS BOUGHT.

**UNCANCELED** printed or addressed postal cards and stamps bought for cash. BURR MANUFACTURING CO., 614 Park Row Bldg., N. Y.

#### LETTER BROKERS.

**LETTERS**, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

#### ADDRESSES.

**700** FRESH names, \$1. Useful for anything. DON H. WIMMER, Minden, Neb.

**WANT** to reach cream of population! Send us dollar bill for list of 350 authors who answered our ad in March magazines. N. W. PRESS BUREAU, Corry, Pa.

**MAILING** list, in stamp or sticker form. Copied from original letter of agents and mail-order buyers. New and up to date. Address BERG, BEAVER & CO., Davenport, Iowa.

**FOR SALE**—10,000 bona fide agents' addresses, 15,000 ladies', 25,000 mail order, 150,000 farmers' and 50,000 school teachers', on gummed stickers. For prices address 80. NOVELTY HOUSE, Bensalem, N. C.

#### IMPOSING STONES.

**BEST** quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

#### ENGRAVING OUTFITS.

**F. WESEL** MANUFACTURING CO.,  
82 Fulton Street, New York,  
make everything for photo-engraving, electrotyping and stereotyping. Newspaper equipments a specialty. Cameras, screens, lenses.

#### BILLPOSTING AND DISTRIBUTING.

**BILLPOSTING**, distributing and advertising bulletin signs. Contracts made for all the conspicuous points of travel in and about Boston and New England States. JOHN DONNELLY & SONS, 7 Knapp St., Boston, Mass.

#### ADDRESSING MACHINES.

**THERE** are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one now in successful use among the large publishers throughout the country, such as *Printers' Ink*, *Cosmopolitan Magazine*, *Butterick Pub. Co.*, *Comfort*, of Augusta, Me., and many others. Send for circulars. WALLACE & CO., 10 Warren St., N. Y.

#### ADVERTISING AGENTS.

**ADVERTISERS** sighing for new worlds to conquer can be directed to fields of easy victory by establishing a line of communication with me. EUGENE HOUGH, Newton, Mass.

**DON'T** advertise for salesmen or agents until you get our lists of leading "want" ad papers. Sent free. HUNGERFORD & BARRELL, ADV. AGENCY, Washington, D. C.

#### TO LET.

**TO LET:** White Mountains—Gentleman's residence to let to an approved tenant for the season of 1901; most attractive situation, within reach of the Waumbek Golf Links; fully furnished; three bathrooms; copious water supply; six fireplaces; three sitting rooms; 11 bedrooms; vine-clad piazzas; sit-bling for six horses; excellent garden. For further particulars address owner, GEO. P. ROWELL, Irvington on Hudson, N. Y., or No. 10 Spruce St., N. Y. City.

#### PHOTO ENGRAVING.

**THE STANDARD** ENGRAVING CO., 61 Ann St., New York.

**WE** will give you better work at a lower price. Try us and see. MANHATTAN PHOTO-ENGRAVING CO., 7 New Chambers St., N. Y.

**FULTON** ENGRAVING CO.  
Designing and engraving by all modern methods. Correspondence solicited. 130 Fulton St., New York City.

#### ENGRAVING.

**CHAS. BUTT**, wood and photo engraver, 119 Fulton St., New York. Get prices.

**WE** will give you better work at a lower price. Try us and see. MANHATTAN PHOTO-ENGRAVING CO., 7 New Chambers St., N. Y.

**HALF-TONES**, one column, \$1.  
Zinc etchings, one column, 50 cents.  
BARGAIN BOOKERY, Hartford, Conn.  
We do not like stamps; but—  
Suit your convenience.

#### MISCELLANEOUS.

**44** MONEY making secrets and a year's sub. for 25c. THE NEW CENTURY, Waterville, Me.

**WE** will exchange space with weeklies and mail-order papers. INDEPENDENT, Grant, Mich.

**HOTEL** guests entertained by talent of highest grade entertainers from the WINCHELL ENTERTAINMENT BUREAU, Chicago, Ill.

**GET** more ads and better prices. Particulars for copy of your weekly and stamp. HOUGHTALING, Windom, Minn.



## MAILING MACHINES.

**G**ET the best, the Matchless, of REV. A. DICK, 43 Ferguson Ave., Buffalo, N. Y.

## CARBON PAPER.

**S**PECIAL carbon for printers, \$6.50 and \$10 per ream. Write **WHITFIELD CARBON PAPER WORKS**, Red Bank, N. J. Samples for stamp.

## TYPEWRITER RIBBONS.

**A**NY machine or color, 50 cents each. Typewriter carbon paper, \$2.75 per 100, 40c. per dozen. **WHITFIELD CARBON PAPER WORKS**, Red Bank, N. J.

## RUBBER STAMPS.

**Y**OUR signature—exactly as you write it. We make from it a printing cut and a rubber stamp. Both, prepaid, 75 cents (silver preferred). **BARGAIN BOOKERY**, Hartford, Conn.

## STEREOTYPE OUTFITS.

**C**OLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$2.50; no etching. Booklet, samples, for stamp. **H. KAHRS**, 340 E. 33d St., N. Y.

## PRINTERS' MATERIAL.

**M**ODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. **CONNOR, FENDLER & CO.**, N. Y. City.

## ADDRESSING.

**W**E have special lists of merchants in all classes of trade, individuals, professions, throughout the world, particularly U. S. We are thoroughly equipped for addressing large or small quantities of envelopes, circulars, etc., quickly and at lowest rates. Our catalogue furnishes detailed information. **F. D. BELKAP**, 290 Broadway, New York City.

## SELLERS OF PUBLISHING BUSINESSES.

**C. M. PALMER**, Newspaper Broker, and **E. F. Harris**, seller of other publications, Hereafter hail from new offices, At 283 Broadway, New York. That is the place to come and write. When you wish to sell or buy Trade, consolidate or incorporate Daily and weekly newspapers, Trade and miscellaneous publications.

## MAIL ORDER.

**S**TART a mail-order branch to your business. It matters not whether you be the publisher of a newspaper, a shoemaker, druggist, storekeeper, or in any other trade, a great opportunity is now open. Send ten cents, stamps, for brochure of mail-order money making system. Your money returned if you don't get many times the value of a dime. **SAWYER PUB. CO.**, 525 B, Temple Court, New York City.

## NEWSPAPER BARGAINS.

**\$9,000** Buys a weekly and job property in Indiana. Pays \$3,000 profit a year. \$1,000 cash, with balance \$1,000 on easy terms, buys a reliable weekly business in a fast-growing town of 9,000 in New England.  
**\$1,000**, one-half cash, buys a good weekly and job business in Virginia.  
**\$500** cash and \$1,000 on easy terms buys a weekly and job business in Oregon.  
**\$1,000** buys a weekly and job business in New York State paying over \$2,000 a year; \$2,500 cash—possibly a little less.  
**\$3,000** cash, balance on easy terms, buys a live, growing daily within 100 miles of New York City. \$3,000 or more cash, balance on proper terms, buys a good proposition in New Jersey.  
 Properties in Eastern and Western States—large and small. What do you want?  
**C. F. DAVID**, Abington, Mass., Confidential Broker and Expert in Newspaper Properties. 20 years' experience.

## COIN CARDS.

**83** PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

## COLLECTIONS.

**C**OLLECTIONS. **G. D. COGSWELL**, Attorney-at-law, s. w. corner Second and Market Sts., Camden, N. J.

## SPECIAL REPRESENTATIVES.

**L. A. COSTE AND MAXWELL**, 38 Park Row, New York, telephone 3293 Cortlandt, special representatives for leading daily newspapers.

## PRICE LIST FOR JOB PRINTERS.

**RAMALEY'S PRICE LIST FOR JOB PRINTERS**—fifth edition: single copies 75 cents; two for \$1. The best and cheapest estimator that any printer can employ. **RAMALEY PUBLISHING CO.**, St. Paul, Minn.

## INSTRUCTION.

**W**ANTED—A few bright, ambitious young men to teach by mail how to write ads \$25 to \$75 a week. Our large free prospectus tells everything. "Write to night." **PAGE-DAVIS CO. (Inc.)**, suite 4, 167 Adams St., Chicago.

## ELECTROTYPES AND STEREOTYPES.

**E**LECTROTYPES of illustrations for sale by **LAURENCE ELKUS**, 150 Nassau St., N. Y.

**E**LECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

## HALF-TONES.

**S**TANDARD of quality high—prices low. Drop us a postal. **THE STARK ENG. CO.** (Inc.), 7th and Chestnut Sts., PHILADELPHIA.

**A**LL subjects except advertising, all sizes, 10 cents an inch. Proofs mailed from a big stock. **L. ELKUS**, 150 Nassau Street, New York.

## BUSINESS OPPORTUNITIES.

**\$525** CASH will buy 4-roller, 2-revolution, 37x52 bed, Campbell book and job press; daily use. **WILLIAMS PRINTING CO.**, Richmond, Va.

**A**DVERTISE your business by publishing a newspaper of your own on an economical plan. Send for full particulars. **J. HARTLEY**, 15 Vandewater St., New York.

**MISSOURI VALLEY LAND**—The best of rich, deep, black, loam, prairie soil, in the Upper Missouri Valley can now be bought for from \$3 to \$4 per acre. This land will become worth \$25 or more per acre. No better farm land in the United States. A safe, sure and immensely profitable investment can be made now. Prices advancing rapidly. For full particulars and special quotations on best bargains, address **CHAS. L. RYDE**, Investment Banker, Pierre, South Dakota.

## BOOKS.

**D**EPARTMENT STORE DIRECTORY, \$1, 353 Broadway, New York.

**M**ARCH issue of the **AMERICAN NEWSPAPER DIRECTORY**, \$3 cash; only a few. **AMERICAN PUBLISHING CO.**, Minden, Neb.

**F**IRST COME, FIRST SERVED! FOR \$2.50. Any one who advertises in or has dealings with newspapers and periodicals has a chance to secure now, at half price, a copy of the **AMERICAN NEWSPAPER DIRECTORY FOR 1906, MARCH ISSUE**. A complete catalogue of the Contemporary American Periodical Press and the recognized Authority on American Newspaper Statistics: over 1,400 pages; regular price five dollars. A limited number of this edition only is left over that can be had at the above reduced price. All of the other editions of 1900 were exhausted within the months of their respective issues. On receipt of \$2.50 the book will be sent free of express charges. Address **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.



NEWSPAPER BROKER.

**A. H. SMITH**, Newspaper Broker, Earlville, Ill., invites correspondence from sellers-seekers. State wants plainly.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued March 1, 1901. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

TRADE LISTS.

**BOYD'S CITY DESPATCH**, Addressing, Mailing and Delivery Agency, 16 Beekman St., New York. Established over half a century. Special lists in any classification of mfrs, jobbers, retailers, supply houses, residents, professions, individuals in any part of world. Write for catalogue.

SUPPLIES.

**GAUGE PINS**, 3 for 10c. **PRINTERS SUPPLY CO.**, Grand Island, Neb.

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 13 Spruce St., New York. Special prices to cash buyers.

ILLUSTRATORS AND ILLUSTRATIONS.

ALL subjects except advertising, all sizes, 10 cents an inch. Proofs mailed from a big stock. **L. ELKUS**, 150 Nassau Street, New York.

PRINTERS, write on your business letterhead for illustrated catalogue of copyrighted lodge cuts. **R. CARLETON**, 215 S. 14th St., Omaha, Neb.

PAPER.

ALL kinds of paper, all degrees of quality. Every weight, color and finish. No matter what you are going to print, before you select the paper write to us and mention what you want. We can be of great assistance to you. We have everything in the paper line and the price is right. **BASSETT & SUTPHIN**, 45 Beekman St., New York.

FOR SALE.

**REPUBLICAN** weekly in Montana, \$1,500. For particulars address **BOX 1321**, Helena, Mont.

FOR SALE CHEAP—Complete Improved Country Campbell Printing Press. Bed 35x42. **WM. GUYDA**, 22 Union Square, New York City.

**RAMALEY'S PRICE LIST FOR JOB PRINTERS** fifth edition; single copies 75 cents; two for \$1. The best and cheapest estimator that any printer can employ. **RAMALEY PUBLISHING CO.**, St. Paul, Minn.

**COUNTRY** newspaper and job office in New York State. Democratic; official paper city and county; pays \$1,800. Proprietor might retain special interest if sold to right party. Address "A. B. C. T." care Printers' Ink.

FOR SALE—One-half interest in a flourishing weekly newspaper, with job office and stationery store attached. None need apply unless they mean business. Cause of selling—poor health. "B." 326 Bech St., Arlington, N. J.

FOR summer hotel dances and entertainments. A self-playing Aeolian, Style 1500, English walnut case, good as new, and 75 music rolls. Cost \$500. Will sell for \$225 f. o. b. (Will state special reasons). Any one can play for dances. **J. S. BRIGGS**, Rochester, N. Y.

ONLY morning daily in town of 100,000 people. Good business, growing rapidly. The property and the owner's reasons for selling will satisfy any newspaper man having fifty to seventy-five thousand dollars to invest. Personal interview can be arranged. "OWNER," care of Printers' Ink.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

ADVERTISING MEDIA

THE CHRONICLE, Princeton, Ky.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE CHRONICLE, Princeton, Ky., is rated 1,800 weekly in plain figures.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Wilmington, Del.

ADVERTISING agents serving their clients honestly, call up TOILETTES, estab. 1881.

1 INCH \$1—25,000 circulation guaranteed. FARM AND HOME, Homer, Mich.

NEWS, Tracy City, Tenn., Democratic weekly, only paper in Grundy Co., 800 circulation.

WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 4,500.

WORDS for 50c. 10,000 circulation guaranteed. THE AM. MAGAZINE, Homer, Mich.

NYA OSTERNS WECKOBAD, Worcester, Mass. 1st class Swedish w'kly circ'lad'g in N.E. States.

TO reach mail order buyers, try PENNY MONTHLY; 10c. a line; circ'n 25,000; Youngstown, O.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE AMERICAN PHILATELIST sent one year for 2 cents. Advertising rates 2 cents a line. Circ'n 4,000. AM. PUB. CO., Minden, Neb.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 24th.

BEFORE buying or selling a farm read FARM LOANS AND CITY BONDS, 125 La Salle St., Chicago, Ill. Sample copy 10 cents; one year, \$1.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. WEEKS & CHAPMAN, publishers, Vian, I. T.

THERE are others, but none so practical and helpful as THE AD-WRITER, St. Louis. World's Fair City, 1903. 10 cents brings sample copy; \$1 a year.

IF you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLER, 67 Liberty St., New York. Established in 1881.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

THE REVIEW, Brady, Neb., four-page weekly. Only newspaper in Lincoln County, a growing and prosperous farming country. Advertising rates reasonable. Send for sample copies.

BELGIAN hare culture is most profitable pastime. If interested, free sample BELGIAN HARE NEWS, Chicago, is very interesting; 10,000 circulation; greatest hare adv. medium.

BRISTOL (Fla.) FREE PRESS is a country weekly with a circulation of 300 copies every week; published at Bristol, the county seat of Liberty County and in the center of a very fertile agricultural district.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address THE TELEGRAPH PUB. CO., Wrightsville, Pa.

**TRY SOUTHERN FIELD AND FIRE-IDE.** Ashwood, Ga., for results. Circulation will soon reach the 1,000 mark; 7 cents per line, 75 cents per inch.

**100,000 PROVEN:** 20 cents flat. Special PATFINDER June 1. Will reach every teacher at teachers' institutes. If interested in educational field, this your chance. **THE PATFINDER P.C. CO.,** Patfunder, D. C.

**AFFIDAVIT**—I, E. F. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. E. F. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

**THE DAILY HERALD**, published at Shelby, Ohio, is a bright paper. It is printed in one of the most progressive towns of 6,000 in the State of Ohio. The weekly **REPUBLICAN** is also published in connection with the **HERALD**, and advertisers are given the benefit of one price for both papers. Address **THE HERALD PRINTING CO.,** Shelby, Ohio.

**SELF-HELP**, a magazine of short stories, mutual helpfulness, inspiration and home studies, has a paid circulation in over twenty-five States in the United States and some in Canada. The best paper for advertisers. Rates 10 cents per line, twelve lines to the inch, six-point measure. Cash with order.

Address **SELF-HELP, York, Pa.**

**THE FREIE PRESSE**, Wilmington, Del. The only German newspaper—a daily 21 years in existence—published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

If you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

**THE COUNTRY POSTMASTER**, a monthly magazine advocating postal savings banks and rural free delivery, circulates in every State in the Union and all branches of the mail service. Excellent advertising medium. Price \$1 a year, including free copy of "Four Years in a Country Postoffice," or "Practical Points for Postoffice Patrons." Sample of magazine for the asking. Address **"THE COUNTRY POSTMASTER,"** Edinburg, Illinois.

#### ADVERTISING NOVELTIES.

**\$500** in genuine Confederate money for only 25c. **CHAS. D. BARKER**, Atlanta, Ga.

**BICYCLES** and tricycle wagons. Factory to buyer. Write **ROADSTER SHOES**, Camden, N. J.

**THE** warmest of all **PRINTERS' INK** babies is **THE AD-WHITE**, St. Louis. Ten cents brings sample copy. **World's Fair City, 1903.**

**FOR** the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

#### PRINTERS.

**HALF-TONE** and color work, catalogues, etc. Nothing but high class work solicited. **THE RICHARDSON PRESS**, 139 William St., N. Y.

**WHEN** you need office stationery send sample of what you are now using and let me quote prices. It will cost you nothing and will probably save you many dollars. High grade work at low grade prices. **WILCOX, THE PRINTER**, Milford, New York.

**LONG** run printing at rock bottom prices. We have a web press that has some idle time that could be used to good advantage in printing long runs in a first-class manner at a low figure. Let us give you an estimate. **NATIONAL WATCHMAN**, Washington, D. C.

**50 CENTS** for 100 ivory finished visiting cards: either size, "Miss," "Mrs." or "Mr." very neatly printed, with name, also with address, if desired, in steel plate script or engraver's Roman, by mail prepaid. Each additional line 5c.; each additional 100 cards, 25c. Don't confuse this with cheap, amateur work. Make copy in CAPITAL letters, to avoid error. Address **ELITE PRINTERY**, Kasson, Minn.

#### PREMIUMS.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ILLD list-price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N. Y.

**OUR** circulation building plans are used and approved by leading dailies, weeklies and monthlies of the country. Business managers and circulation managers should write at once for details of our latest plan and offer, as we take only one daily per city. Catalogue and particulars sent free. **THE DOMINION COMPANY**, Dept. D, Chicago.

#### ADVERTISEMENT CONSTRUCTORS.

**W. M. WOODHOUSE, JR.**, Trenton, N. J., writes ads for high class firms.

**WRITES** ads for conservative advertisers. **ADAM COWARD**, 371 Elm St., Chicago.

**FOUR** original ads \$1 to new customers. Cash with order. **B. M. ANGLE**, Lincoln, Neb.

**NO** time to write ads? Address immediately **CHAS. R. BAKER**, South Norwalk, Conn.

**BEST** houses use my ads. Write. **H. L. GOODWIN**, R. 24, Tremont St., Boston.

**LET** me write your next stock letter. **JFD SCARBORO**, 557 Halsey St., Brooklyn, N. Y.

**MELVILLE E. THUX**, Hartford, Conn., writer, illustrator, printer. Fine booklets specialty.

**MY** ads convince. Sample one quarter. Any bus. **EUGENE G. ADAMS**, Lynchburg, Va.

**RETAILERS**, add a mail order department. **GEOR. R. CRAW**, 115 Dearborn St., Chicago, Ill.

**HELM—C. DANIEL**, 111 Nassau St., N. Y. Estab. 1894. Illustrated business literature that creates business.

**MILK** Weed Cream advertising is our work. Notice illustrations. **M. P. GOULD CO.**, Bennett Bld., N. Y.

**M. H. PETERSEN** prepares the advertising matter for Tablet Milk Cure. Write for samples. P. O. Box 77, Buffalo, N. Y.

**CATALOGUES** and booklets designed and written advertisements built to bring customers. **E. G. HINES**, 34 Garfield Pl., Cincinnati.

**ADVERTISING** plans, advice and literature for any legitimate business. Ten years' successful practice. **R. S. FITZGERALD**, Rockford, Ill.

**FIVE** 6-in. ads or less, any business, for one dollar. Send dollar and style of business. **PRESS ADVERTISING BUREAU**, Box 633, Harrisburg, Penn.

**YOU** can look forward to increased activity in your business if you employ me to write your advertising. Suppose you try **EDWIN S. KARNIS**, A. 347 E. 42d St., Chicago.

**"JACK THE JINGLER'S"** best of fads is a writing rhyming business ads. Of pith and point, for every use. His New York address is 10 Spruce.

**DESCRIPTIVE** writing is my specialty. Before deciding on booklet or other advertising matter for your hotel or resort, consult me. **JAMES J. MULLIGAN**, 304 N. State St., Chicago.

**"GOOD ADVERTISING"** offers prizes for the best retail ads. Send 25 cents for special 3 months' trial subscription. **CHARLES AUSTIN BATES**, Vanderbilt Building, New York.

**A** TERSE ad, with just enough picture, backed up by forceful arguments, is a sure result bringer. Two original illustrated ads, made to fit your business, \$1. **BLAIR**, Austin Station, Chicago, Ill.

**LAUNCHING** a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. **SNYDER & JOHNSON**, Advertising Writers and Agents, Woman's Temple, Chicago.

**MY** magazine, **GOOD ADVERTISING**, is positively the best and most practically useful publication ever issued for the retail merchant and local advertiser. \$1 a year. Send 25 cents for three months' trial subscription. **CHARLES AUSTIN BATES** (Publication Department), Vanderbilt Building, New York.



**H**OTELS, Summer Resorts and Sporting Camps need printing in and out of season. New, tasty ideas make printing strong and effective for advertisers.

We make a specialty of printing booklets, folders and circulars—plain or illustrated. We do printing, which is conspicuous for new and tasty appearance that is certain to secure attention on the part of the reader.

For \$10 we can furnish a neat, effective 8-page booklet, 3½x5 inches, fine paper, any color of ink. Five thousand booklets for \$26.

If we are to write your copy there is a moderate additional charge.

Sample booklet on request.

Call on, or write to

**PRINTERS' INK PRESS,**  
10 Spruce Street, - New York.

# THE CHICAGO R

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TWENTIETH YEAR

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• MONDAY MORNING, APRIL

**The CHICAGO RECORD**  
**two-cent circulation of an**  
**and probably has the la**  
**without regard to price.**

Hotel proprietors, in advertising the enormous circulation of the RECORD families of Chicago and the surrounding HERALD'S INFORMATION BUREAU a service to RECORD-HERALD advertisers in any other Chicago publication. Special advertising: 20c. a line for single insertion for thirty insertions.

Eastern Office, suite 1512 American T

# RECORD-HERALD.

NING, APRIL 1, 1901—SIXTEEN PAGES

PRICE TWO CENTS.

CORD=HERALD has the largest  
of any paper printed anywhere  
the largest morning circulation  
ce.

ng their resorts, should bear in mind that the  
 CORD-HERALD is among the very best  
 ounding country and that the RECORD-  
 N BUREAU renders  
 0 advertisers unobtainable  
 Special rates for resort  
 nsertions, or \$4.00 a line

## WHERE TO GO

A Bureau of Information  
 regarding summer resorts and  
 winter resorts.

The Chicago Record-Herald has established  
 a bureau of information, which answers, without  
 charge, all questions regarding:

- Where to go for the summer vacation.
- Where to go in the winter.
- Where invalids should go to get relief.
- Where well people should go to enjoy a rest.

Free information, railway time cards, booklets, etc.

Record-Herald Information Bureau,  
 Room 215, Herald Building, Chicago.

merican Tract Society Building, New York City.

LEE AGNEW, Representative.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate. Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

### ADVERTISING RATES.

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, APRIL 24, 1901.

### WHAT IS CIRCULATION.

The circulation of a newspaper is correctly stated by adding the number of complete copies of each separate issue printed during the entire year preceding the date of the statement and dividing the sum by the number of separate issues.

The number of complete copies printed, folded and prepared for distribution is the only number that can be absolutely known and definitely and truthfully stated. What is done with the copies has a bearing upon the quality of the circulation. No newspaper man prints copies without the intention of making some use of them. To print a surplus for the mere purpose of deceiving advertisers is too expensive. The same object may be achieved just as honestly by plain lying, which is cheaper. The difference between copies printed and copies sold is generally no more than five per cent, often much less, but sometimes as much as twenty or even forty per cent. Just what the percentage is, when it can be known and stated, is information of much value to the advertiser who desires to form an opinion of the worth to him of a specified circulation.

CONSTANT use of a trademark or catch phrase gives distinctive individuality to the advertising in which it appears.

SPECIAL treatment must be prescribed for each individual advertising case, after a careful diagnosis of trade conditions has been made.

PEOPLE suffering from any particular disease read everything they can get hold of touching on that disease, from an almanac to a page in the newspaper.

THE best part of the mail order business is that it is done entirely on a cash basis.

THE maximum of effect in the minimum of space is the objective point in adverting.

IT is easy to know thoroughly one's business without appreciating what are really its good advertising points.

TO do the best advertising it is necessary to keep thoroughly posted on the best that the "other fellows" are doing.

ONE ad emphasizes another. Each does some missionary work until the convert is won. Continuity breeds success.

THE quickest and most effective way to reach the average mail order customer is through the eyes—use a good picture.

FANCY lettering in an ad often makes a puzzle which the public will not stop to solve. Most people are busy these days.

A SENSIBLE reason should be given for every claim of superiority. To say your goods are the "best in the world" conveys no meaning.

EVERY dollar spent should buy a dollar's worth of advertising. More for the money spent may usually be obtained in the best daily newspapers than in any other way.

DO not waste money on too small, stingy ads. If you have a story to tell the public put it in large enough to attract the eye and plain enough to be comprehensible.

THE fact that worthless articles, although sometimes widely advertised, soon disappear from public view, proves that successful advertising depends upon real merit, to a great extent.

AN outline cut of some article of feminine apparel is not near so good as an eye-catcher in an ad as is a picture of the article actually being worn by an attractively appearing woman.

ALL poor copy, wherever put, is a square block in a round hole.

If you have a new article to advertise give it a distinctive name which can be easily fixed in people's minds.

SUPERLATIVES should be used sparingly in business announcements, and long-winded adjectives be entirely buried.

THE excesses of advertisers on billboards will not be reformed until public opinion is educated to a degree to discern that they are excesses.

LOWELL'S addition to the Beatitudes, "Blessed be he who hath nothing to say—and cannot be persuaded to say it," would apply to many adwriters.

IN advertising certain methods can be profitably used under certain conditions, which would prove very unsuccessful if used under certain other conditions.

THOSE who rely upon the lungs of the great daily newspapers to do the "hollering" for their goods have nothing but commendation for the service rendered.

A CORRESPONDENT writes:

Every firm should have one head, one "all in all," who should have the "say so" about all matters pertaining to advertising. Too many "say so's" ruin the best advertising that can be prepared.

SAMPLING to the customer, through the retailer, when properly supplemented by daily newspaper advertising, is said to be an excellent way to introduce a new article.

Fame grows enthusiastic over the picture in an advertisement made from a photograph of a clay model. May we soon expect them in the Sapolio announcements?

CATALOGUES intended for distribution among people not well acquainted with the firm issuing them, should deal briefly, but convincingly, with the facts regarding the solidity of the firm. Some people are very skeptical.

IF the advertiser intends to spend \$1,000 for paper, printing, postage, etc., surely a few more dollars for convincing wording and for good illustrations would be well invested.

IN the *Sunday Record-Herald* (Chicago) the "help wanted" classified advertisement are again divided into the respective wants, such as agents, boys, salesmen, clerks and so on.

NEW advertisers will find results from their advertising short lived and unprofitable, unless the same pace is maintained for a reasonable time. Accumulative results make advertising pay.

THERE are many good, substantial businesses in the United States that would go ahead much faster were they not held back by old foggy ideas that prevent the starting of an advertising campaign.

MANY of the Southern winter resorts contain photographic advertising displays of the Northern summer resorts. It seems to be an interchangeable arrangement, as the Northern resorts have like exhibitions of the Southern resorts.

ARRANGING display type prettily and screwing newspapers down to their lowest rates is only a part of advertising. Studying one's goods and learning how to tell the people about their good points, in a convincing manner, is a most important part.

THE advertiser can do more business with the coming generation than he did with the past, if he advertise properly, for people are more easily impressed by advertising every year on account of the improvement in the art and their familiarity with it.

IN ads of machinery the best method is to show a picture made from a photograph of the machine in action—doing just what it is claimed it will do. Such a picture will do as much convincing as a column of argument, and can be made to occupy much less space.

THE *Star Monthly* of Oak Park, Ill., says it circulates "100,000 copies monthly actual, not anticipated, circulation."

THE Farmington (Me.) *Chronicle* says editorially recently:

Few persons fully realize the value and extent of Maine's summer business. Col. F. E. Boothby, of the Maine Central, states that after the most careful investigation possible, he has found that 250,000 people from outside the State came into Maine in the year 1900 to pass a vacation.

A LARGE part of the money spent by new firms, up to a certain time, goes to show what mediums to avoid and which to tie to. Much of this money could be saved by consulting an honest and experienced advertising agency. Experience avoids the pitfalls of advertising.

UNDER the heading of "A Craven Confession" the *American Fertilizer*, a well-looking class paper published in Philadelphia, apparently admits that it does not have a circulation of a thousand copies. Its advertising rates are furnished on application and made to fit the case.

DEALERS put advertised goods in stock many times, not only because they are as good as or better than they can get elsewhere, but because they sell themselves. People come in and ask for them as a result of the advertising, which saves a good amount of clerk hire.

If the advertiser be in the mail order business he should not rely upon his ads to do all of the selling. They will supply him with the names of persons presumably interested in his goods. He may eventually make customers of these if he handle them properly by correspondence.

THE booklets issued by the Southern Railway describing the "Land of the Sky" and "Winter Homes in the South," are interesting enough to make a man rise up and leave a comfortable home, kind friends and solicitous creditors and take a trip over that route in spite of himself. They are veritable "pullers."

THOS. COOK & SON, the tourist agents of 261 Broadway, New York, have for distribution three illustrated programmes of various tours to Europe. The firm sends to prospective customers a reply postal card upon which the three kinds are named, with a request for information asking which should be forwarded.

THE expense to the publisher of making up the advertising pages of a modern magazine is very much less than the public supposes. Nearly every advertiser has his advertisements prepared at his own expense and forwards a finished electrotype. Until about ten years ago the publisher put all ads in type, consequently the expense was considerable.

UNITED STATES Consul-General Holloway reports from St. Petersburg that Russia maintains the censorship of printing of one hundred years ago, and that American exporters wishing to circulate in Russia trade circulars in the Russian language must first petition Count Alexander Mouraviev for permission, sending with the petition two copies of the circular.

POSTED in the bedrooms of the Hotel Cecil, London, is this notice:

Guests at this hotel have the privilege of having their crests placed temporarily on any of the hotel carriages. For particulars apply at the office.

Scores of guests avail themselves of the "privilege." The crest is painted to order on a little wooden slide which fits in a mortise in the door panel of any of the hotel carriages.

ONE of PRINTERS' INK's correspondents makes the following interesting observations:

The Grand Union Hotel, New York, publishes a "Guide to New York" that is so written that the reader comes to the conclusion that in order to get to any point of interest he must start from that hotel. It would be worth while for every hotel advertiser to get a copy and study it.

The booklets put out by Col. B. W. Wrenn, advertising the Plant System hotels, are calculated to impress the reader with the notion that to stop at any other hotels in Florida would be a serious error.



If the theater, the circus, the Wild West show and the charity concert can use a merchant's windows profitably, it seems as though he himself might rescue a bit of advertising space from the cobwebs and display a "one-sheet"—on his own account.

THE booklets of the Brooklyn *Daily Eagle*—the Guide to the Brooklyn Navy Yard, a Guide to New York City, How to See Washington and a Guide to Paris—deserve much praise. They are illustrated and reliable handbooks, apparently compiled with great care and excellent discrimination as to arrangement, facilitating ready reference and service to strangers and inexperienced travelers. A cordial invitation is extended to visiting strangers in the respective cities to call on the well appointed branch offices of the *Daily Eagle* for information.

ACCORDING to the Cleveland (O.) *World*, Rev. Dr. Morgan Wood of that city expresses his views of church advertising as follows:

I want to reach the people who don't go to church, he says, and there is no other way to do it. The non-church people steer clear of the ordinary church notices. If I could afford it, I would put a large advertisement on the sporting page of a newspaper; then we would get at just the sort of people we want.

This minister, it may be interesting to add, has been inserting his notices in the amusement advertisement columns of his local papers.

In a fine booklet issued by the Trow Company of New York City, the following interesting paragraphs appear:

The essence of successful advertising lies in knowing how to cover the most ground effectively with the least outlay of money. Purely a deduction based on "common sense." Yet, often, when you are ready to place a new proposition before the public you quite forget about this little point, and it is not until after your money has been thrown away that you look into the question closely with a view to locating the mistake.

These post-mortem examinations are expensive affairs.

Better start right in the beginning and devote your time afterwards to taking care of the business resulting from the right kind of advertising.

THE fact that a firm has been in the same business for twenty-five, fifty or one hundred years should get for it much new patronage. Honorable old age is a mighty strong advertising point that is unwisely neglected by many advertisers.

THE *Christian Register* (Unitarian) has the following to say regarding the *Congregationalist* and other sectarian periodicals:

With more subscribers than ever, the expenses grew and the net income shrank. Many things contributed to this result. Among them was the diversion of advertising and the profits of it from the religious press to the magazines and other publications. The indications of stress and strain are to be seen in all the religious papers, in those that are adopting the secular tone as well as those that keep to their specific function. With all their constituency the Methodists have sunk over \$100,000 during the last four years in their official organs, and have now determined to reduce the number.

EVERY smallest corner of the world must have its king—a man whose individuality forces him head and shoulders above the commoner and more conventional mortals. The smallest country weekly has a local advertiser who stands out above his fellows—a man who uses his individuality in that direction and holds his throne simply through his ability to speak out above the general tone. And the ease with which a man of most ordinary parts may reign as advertising king in his locality makes one wonder why his throne is so seldom contested.

THE *Wiseman* is a monthly "magazine of information, instruction and inspiration," issued in Philadelphia in the interests of the Wiseman Dramatic Literary Association for fifty cents a year. The excellence of the paper editorially and mechanically indicates how good is the judgment of Mr. Joseph L. Quick, editor and manager. Mr. Quick's opinion on one subject is given below:

I wish to say a word about PRINTERS' INK. It's this: I believe that a business man, or any young man aiming to be a business man, cannot spend five dollars in a better manner and derive greater benefit from it, than by subscribing to the Little Schoolmaster. This isn't flattery. This is my honest opinion.

A CORRESPONDENT writes that the manager of the Windsor Hotel, Denver, Col., says he derives benefits from "call sheets," which he has distributed all over the country to be placed on hotel counters for the use of guests who wish to be called at any time. The manager says the sheets are inexpensive, and guests often come to his hotel who say they were directed there by the "call sheets" seen in hotel offices in other cities.

ONE OF PRINTERS' INK's correspondents in Boston sends the following interesting facts and views:

Blakely Hall, publisher of the *Morning Telegraph* of New York, the *Chicago Gazette* and a number of pictorial weeklies, has added another to his string of publications and has started the *Morning News* in Boston, which is now about two weeks old and a decidedly healthy infant. It carries the same class of news as his other dailies, sporting, turf and dramatic. It is proving a success and has begun to rattle the dry bones of Hub journalism as nothing else has done for years.

If salesmen would write their experiences with customers to the advertising managers of wholesale houses, material could be collected from the letters that would greatly help in preparing matter to send out to customers. This plan would make the work of salesmen easier, because the printed matter would be in closer touch with the customer. The advertising manager is often handicapped by not knowing just what sort of people he is trying to appeal to.

"BUSINESS is business" in advertising, and facts are the best staple that can be put into paid space. Yet a little information over and above one's prices and goods is hardly ever thrown away. The average advertising cut is a sort of concession to the public's love for something not closely connected with "shop." If a man were to print a line or two of news at the head of his space each day—an item concerning the present state of Hadrian's tomb or the trolley line that runs to the pyramids—his readers would pay just as much attention to his facts and he would stand a chance of gaining others who became interested in his extra attraction.

THE ad that readers will take the trouble to look for comes very near being the ideal ad. There is but one better—the ad that starts from its column and looks for readers on its own account.

THE *Pueblo* (Col.) *Journal* has sent to seventy-five manufacturers of advertised articles a numbered postal card, offering to the first fifteen that answer the card to accept their articles at wholesale price in payment for space in the *Journal*, limiting each firm to fifteen dollars. It guarantees to give away the articles through its "introduction" bureau in Pueblo, and claims the object of the generosity (?) is to get the manufacturer started advertising in the *Journal*, and rely "on his ability of knowing a good thing when he sees it to continue." The *Pueblo Journal* is the newest daily in its city—only a year old—therefore too young to be rated as to circulation in the American Newspaper Directory.

MR. ALBERT J. BARR, of the *Pittsburg Post*, speaking of his paper being listed as one that refused the American Advertisers' Association permission to investigate his circulation, says that the accountant of the association came to him and spent two days in his office and he showed him everything—threw everything open to him. After the investigation had proceeded thus far, Mr. Barr said to the accountant: "When you get through I want you to let me know what you find, so in case there is any error I may have an opportunity to correct it." To this the accountant replied that the result of his investigation was the property of the association, and he could not make it known to the proprietor of the paper. Mr. Barr thereupon telegraphed to the New York office of the association to ask that he might be informed of the result of the accountant's investigation, and received the reply that he could not, that the result was confidential. Mr. Barr thereupon told the accountant to get out, and he thinks he did well. PRINTERS' INK is rather inclined to agree with Mr. Barr.

A MAINE correspondent of PRINTERS' INK writes:

*Maine Woods* (formerly the *Phonograph*), Phillips, Me., published by J. W. Brackett, is a valiant exponent of the interests of hotels and resorts situated in Northern Maine. Although a weekly paper of local importance, it has a large circulation beyond the borders of the State. Situated at the gate of the great Rangeley region, it represents the interests of fish and game, and teems every week with interesting and practical information for sportsmen and women. Most sportsmen that visit that region become subscribers to the *Maine Woods*, for when they can't go fishing or hunting they like to read about them. *Maine Woods* carries an unusual amount of hotel and camp advertising. It is noted for fine mechanical make-up and its splendid halftone printing. A commendable feature of the paper is the information bureau, whereby free information concerning sportsmen's resorts, hotels, camps, summer resorts and farm board in Maine and bordering regions is furnished; also full particulars about outfit for fishing or hunting, what to wear and what to carry with you; circulars of hotels, camps, farm boarding houses, railroad and steamboat timetables, guides to Maine woods and waters, all furnished free.

A MODIFICATION of a Harmsworth advertising scheme is being used by McGreenvy Bros. & Manning, Hanover street, Boston manufacturers of the "Marksman" cigar, to supplement their daily newspaper ads. They get the newsboys to shout out the name of their cigar, in the hope of winning the prize of one dollar which fortunate boys will get when they accost the right man representing the firm with the dollar in his pocket to pay out in such an event. The result was that on a recent Saturday night all one could hear on the streets, sounding high above the clang of trolley gongs and the rumble of heavy trucks, was the shrill voices of newsboys, calling out "Try the Marksman cigar, the best five-cent smoke!" The boys neglected their wares, and forgot to shout "Daily Her'ld, Globe, Noos, Extry Rekid!" in their eagerness to earn the alluring dollar. Hundreds of people wondered what it all meant, as two or three newsboys, at the sight of a man shoving his hand into his pockets, would rush up to him with the admonition: "Try a Marksman Cigar," instead of the customary "Pepper, suh? Extry Woild and Joinal! Latest Extry!"

HERE are a few of the useful things that can now be learned by mail, according to the advertising pages of the magazines: Civil, mining, locomotive, mechanical and electrical engineering, proof-reading, law, etiquette, journalism, mechanical drawing, character development, illustrating, languages, architecture, plumbing, "self-help," chemistry, telephony, telegraphy, personal magnetism, sheet metal work, story writing, hypnotism, chemistry, lettering, ornamental designing, bookkeeping, teaching, adwriting, editing, pharmacy, medicine, wall paper designing, anti-stammering, photography, mail order business, commercial drawing, memory culture, oratory, osteopathy, physical perfection, electro-plating, poultry raising, typewriting, typesetting, job printing, shorthand, acting, reporting and elocution.

HERE is a story from a Chicago correspondent which shows how a very small sum will become a large advertising appropriation in the hands of a man who knows how to get out of the beaten track of publicity. Some years ago a skating rink was installed in Tattersall's, a large building on the South Side. The roof of the building is of glass, with open side lights for ventilation, and ever since its construction the girders have been a favorite haunt of the English sparrow. The master spirit of the new skating rink lost no time in taking advantage of the little pests for advertising his establishment. In several of the "personal" columns of the dailies he inserted an ad offering fifty dollars to the person who would suggest a way of driving the sparrows out. The ads ran but a day or two, and cost a trifling sum, but within a week many thousand people were sizzling upon his problem, he was receiving dozens of suggestions and a fair proportion of the city's population knew that a skating rink was about to be opened in Tattersall's. As a matter of fact the sparrows are still strongly entrenched in the rafters of the building.

OH, advertising, what sins are committed in thy name! THE OLDEST NEWSPAPER DIRECTORY.

CONCERNING the prune campaign recently started in the East by the California Cured Fruit Association, the New York *Commercial* of April 9 tells facts as follows:

The total of inquiries from individuals for the first week of the general advertising will not fall far short of 10,000 and if a similar proportion is maintained throughout the first sixty days of the advertising campaign it will show beyond a doubt that hundreds of thousands of prune converts have been made and the demand for domestic consumption must necessarily be increased many fold. The Packers' Co., the exclusive selling agents of the Cured Fruit Association, are also seeing the benefits of advertising. There has been a constant, steady increase in business from almost nothing during December, January and February and the early weeks of March to as high as fifteen cars in a single day since the advertising has been started.

MR. GEORGE W. HEINTZ, general passenger agent of the Rio Grande Western Railway, Salt Lake City, Utah, is doing some railroad advertising that is conspicuous for high excellence. It consists of booklets, folders and a larger book entitled "Utah: a Peep Into the Mountain-Walled Treasury of the Gods." This book is a valuable and interesting history of Utah. It describes the climate and the fact that Utah is one of the world's grandest natural sanitariums, also other features at once striking and novel. One chapter is devoted to the marvelous fertility of Utah soil; another to the amazing mineral wealth and possibilities of the territory. Utah's progress and population. The Great Salt Lake—the Dead Sea of America—a watery magazine of infinite riches and incomparable as a sea bath, is described in graphic style. The story of the Rio Grande Western Railway, the foundation of the road, its progress and achievements, also comes in for description. The book is handsomely illustrated with fine halftones in different colors, and far beyond the ordinary piece of railroad advertising. "Crossing the Rockies," what may be seen en route between Ogden, Salt Lake City and Denver, is another booklet also richly illustrated and issued by the same publishers.

WASHINGTON, D. C., April 14, 1901.

Editor of PRINTERS' INK:

I am engaged in looking up the history of some old newspapers prior to the Rebellion, and I write to you for some information, provided it is not too much trouble for you to impart it. I wish to know what are the oldest newspaper directories of the United States that you know of and how complete and reliable they may be, and where they can be consulted. I only desire information of those prior to 1866. Any data given me upon this subject will be greatly appreciated.

Very respectfully,

R. M. MCKENZIE,  
509 14th St., N. W.

The first American Newspaper Directory of which PRINTERS' INK has a record was published in 1861. The following is a copy of the letter press of the title page:

THE AMERICAN  
NEWSPAPER DIRECTORY  
AND  
RECORD OF THE PRESS.  
Containing an accurate list of all the  
Newspapers, Magazines, Reviews, Period-  
icals, etc., etc., in the  
United States and British Provinces of  
North America.  
Also a concise general view of the origin,  
rise and progress of Newspapers.  
The Press, "so identified with Freedom  
that they perish together."  
(Compiled by David J. Kenny.  
NEW YORK:  
Watson & Co., Publishers, 102 Nassau St.  
1861.

That Directory catalogued 5,253 newspapers. A copy of the book can probably be seen at the Congressional Library at Washington.

## TOP OF COLUMN.

KNOXVILLE, Tenn., April 9, 1901.

Editor of PRINTERS' INK:

I would like to have an expression from you regarding what you consider "top of column." My acceptance of the term is immediately underneath the column rule which separates the date line from the body of the page. Some advertisers construe that at "top of column" also means at the top of a column underneath a large ad which extends entirely across the page. It seems to me this is a broad and reasonable acceptance of the condition, "top of column," and I would thank you to give me your idea.

Very truly yours,  
THE KNOXVILLE SENTINEL CO.  
R. H. Hart, Mgr.

PRINTERS' INK's idea of the top of column would be the place in the column which is furthest from the bottom of the column.

## AN AMERICAN CHANCE.

Consul Haynes, of Rouen, France, in a recent communication to the State Department, said:

The French palate, so sensitive and highly educated, knows nothing of the delicacy of frozen dainties. There is an open field throughout the most of France for everything connected with the preparation of cold drinks. Ice cream freezers, milk shakers, soda water fountains and refrigerators would find a ready sale here, if the people knew of the comfort to be derived from their use.

The Frenchman has for generations innumerable liked his hot wine and hot rum and hot punch, but he has never thought of, or at least has never cared to try, the effect of an opposite sensation on his palate. This city of over 150,000 people has no ice factory, though a few people keep ice in their cellars. If the French had an opportunity to try them, they would not be long in entering the market for ice cream, ice shavers, electric fans and kindred articles, and the American who introduced them would without doubt put a considerable amount of money in his own pocket.

## READY PRINTS.

PITTSBURG, Pa., April 8, 1901.

Editor of PRINTERS' INK:

Please send me address of publisher of ready prints similar to *Life* of New York. These people do not now advertise in PRINTERS' INK, but were in some years ago. Very truly yours,

T. B. LEE.

The concern to which you probably refer was called the Pictorial Art League, now out of existence. Mr. Irving Batcheller, whose "Eben Holden" is now selling by the hundreds of thousands, we believe was its sponsor. At present Mr. Bloomer, of *Harlem Life*, World Building, New York City, is selling "ready prints" of the same character.

## BOOKS ON TYPE.

NEW YORK, N. Y., April 8, 1901.

Editor of PRINTERS' INK:

Can you give me the titles and prices of books that will enable me to easily become familiar with type, display, borders, etc., in writing advertising matter. I understand there are printers' hand books giving information along these lines. I have the books issued by the American Type Foundry Co.

G. W. BULL.

The Practice of Typography, by Theo. L. De Vinne, a volume issued by the Century Company, New York, at \$2, will probably be the book for which you are looking.—[EDITOR PRINTERS' INK.]

## THEY DON'T ADVERTISE.

The three great hotels, the Savoy, the Plaza and the New Netherlands, which cluster around the 50th Street entrance to Central Park, do not advertise, yet appear to enjoy wonderful popularity. A representative of PRINTERS' INK was sent to ask to what they attributed this fact, and the following paragraphs are what he reported. They are excellent advertisements for the hostleries in question, but this does not detract from their interest:

The urbane clerk of the Savoy smiled benevolently through his gold-rimmed glasses, as he said:

"I don't think we ever had the most distant intention of advertising. At least, I can remember nothing of the kind. Yet the hotel is always full. There is no doubt we are known all over the United States, and we draw patrons from every section of it. And we draw them repeatedly—in fact, every time they come to New York."

Crossing to the Plaza, the tall gentleman who presided over the register could not refrain from exhibiting a little mild surprise at the question whether the hotel advertised. While he did not say no, he left the inference that it was never done under any circumstances:

"We accommodate people not only from every section of the country, but from every quarter of the globe. There is never a time, year in and year out, when we are not comfortably crowded. This section of the city, to judge by our visitors, is very attractive and a wonderful favorite with out-of-town people. a- why should it not be? It is certainly a beautiful spot, much the most picturesque in the metropolis. And the outlook from all our windows is sufficiently glorious to make people glad to be here."

At the New Netherlands I turned to the gentleman behind the desk there, whose reply was:

"No, we never advertise, yet never lack guests. As a fact, most of our rooms are engaged in advance, days and even weeks, and sometimes a month in advance. Often we are unable to accommodate the unwelcome guest. Aside from the fact that we think the accommodations and all the rest very superior, it must be the location that causes our permanent popularity. I don't think the word 'ideal' is too strong to use in connection with the location."

Inquiry failed to elicit any one who had seen advertisements of the Savoy or the New Netherlands, but among those asked some were sure they had seen some of the Plaza, though where was not remembered.

*Western Advertiser*, of Omaha, Neb., is one of the brightest "PRINTERS' INK babies" published.

## ADVERTISING IN FRANCE.

To the February number of the *Revue de Deux Mondes*, Vicomte d'Avenel contributes an article on the various methods adopted to secure that great necessity of the age—publicity. This passion for advertisement is, he says with great truth, not confined to the commercial world, but flourishes among politicians, "smart" society, literary men and artists, who feel the democratic need of making themselves talked about, and who need not, as a rule, feel ashamed of it. He alludes to a familiar French poster of an illustrious politician with a glass of so-and-so's liqueur in his hand, from which both the politician and the proprietor of the liqueur derived about equal benefit. The owner of another drink hit upon the brilliant notion of issuing very tastefully produced albums containing portraits of celebrities, all of whom sang in their own hand-writings the praises of the particular liqueur. The difficulty in this case was to obtain the first few celebrities; afterward all was easy, for the succeeding ones joined lest it should be thought that they were not good enough to be asked.

It is curious how comparatively modern the practice of advertising in newspapers is. Perhaps the oldest ad on record in England is a "lost, stolen or strayed" inquiry, inserted in the *Mercurius Publicus* in 1660 by King Charles II. for a little dog which had wandered from his majesty's palace. The spread of popular education, joined with the freedom of the press, the development of communications by road and rail, and the cheapening of paper and printing—all these combined have produced the modern development of newspaper advertisement. A very low estimate of the money spent for this purpose in France places it at \$20,000,000 a year, of which about \$7,500,000 goes to newspapers and periodicals. The railways in France do not pay for their advertisements in the newspapers in money, but in free tickets; and they compete with the newspapers in that they furnish

singular advantages to the advertiser for posters at stations and in railway carriages. The newspapers are also both sellers and buyers of publicity; thus the *Petit Journal* pockets about \$560,000 a year for advertisements, and spends about \$130,000 in advertising the paper. M. d'Avenel goes on to relate the story of the establishment of the *Agence Havas*, which hit upon the brilliant idea of combining the business of supplying news with that of advertising agents. The newspapers paid the agency for its news by placing at its disposal so many columns for advertisements, and in this way the agency secured a kind of double profit. M. d'Avenel thinks that the considerably larger price charged for advertisements in France, as compared with the tariffs in England and America, are not unfair to the advertiser, because his announcements are more conspicuous, owing to the comparative paucity of advertisements in each newspaper. It would seem natural that the more columns of advertisements are published in a newspaper, the more space must be purchased by the advertiser who wishes to attract attention. But even M. d'Avenel would probably shrink from the logical conclusion that one should only advertise in small papers which have few other advertisements, and presumably little or no circulation.

In France, as in other countries, the class of advertisement generally denominated financial is much sought after and is very profitable. But the great peculiarity of the French press—which, it is to be hoped, distinguishes it from the British and the American—is that advertisements invade also the editorial columns. Such things, of course, have been and are being done in this country; but it is certainly not so common, nor are such reputable journals infected, as is the case in France. M. d'Avenel tells a story of a well known actress who, not satisfied with the praises of the critics, regularly devoted a considerable sum every year to purchasing eulogistic articles about herself in the press. Similarly, financial booms are pre-

pared weeks and months beforehand by the systematic and intelligent creation of favorable newspaper "atmospheres." M. d'Avènel concludes by paying an interesting tribute to the artists who have rescued the poster from the degradation into which it had fallen. Of these, perhaps the most famous are the two brothers, Jules and Joseph Cheret.—*The American Monthly Review of Reviews.*

#### ABILITIES DIFFER.

Not every one is gifted by nature with the ability to successfully write advertising matter. A man or woman may be educated, write smoothly and have a good command of language and yet fail to make a successful advertiser. The writer of successful advertising must be a keen observer, must be able to find the points in the thing he wants to advertise that will appeal to the public, and must be able to bring out these points in clear cut and convincing language.—*Advertiser.*

Use a small space regularly and an overwhelming one occasionally.—*Corbin.*

#### ADVERTISERS' CARNIVAL.

The merchants of Hamilton, N. Y., recently held what they called an "Advertisers' Carnival," in the Congregational Church of their town. Each of the local dealers was represented by a woman or little girl attired in a costume suggestive of his particular branch of business. The lady who represented the local plumber was dressed in a white gown trimmed with faucets and rubber hose, and the representative of the hardware dealer wore a dog-collar belt to which were attached numerous chains and small hardware articles. The druggist sent his advertisement riveted to the carnival rigged out in a costume of chamois skin with sponge ornamentation, and a gown composed entirely of lace curtains encircled one feminine who represented a local dry goods man. The carnival was a success in that it not only helped the church but added shekels to the coffers of the participating merchants.—*Dry Goods Economist.*

#### QUITE PREVALENT.

Ascum—What is this writer's cramp, that you newspaper fellows have so often?

Spacerite—Why, it's being cramped for money. I've got it now. Lend me a V, will you?—*Brooklyn Eagle.*



# REGAL

## SHOES \$3.50

We have just made arrangements to control the entire output of King Kid. This brand of leather is equally as well known to tanners and custom boot-makers as the celebrated King Calf is to our customers.

King Kid is tanned by a process which gives the best results, but is much more expensive than any other processes. This costly method makes the skin very strong, gives it strength and durability, a rich color and polished surface that cannot be obtained in any other way. Shoes made of this leather are not only soft and pliable but exceedingly hard to wear out.

King Kid has the same rich appearance and soft glossy feeling that heretofore has been obtained only in the finest of French Kids. No other Kid stock is softer or more comfortable; no other Kid stock is as durable.

The manufacturers of the Regal Shoes control the entire output of King Kid. In no other make of shoes can this beautiful leather be obtained.

Look at the shoes of the best dressed people you know and examine the new styles on sale in the highest-priced shoe stores in this and other cities.

You can find exact duplicates in our stores.

**THE REGAL**

NEW STORES—111 Nassau St., New York.  
241 Broadway, — — —  
Cor. 110 St. & 7th Av., N. Y.

NEW STORES—157 Fulton St., Brooklyn.  
151 Broadway, — — —  
841 Broadway, Newark, N. J.  
40 Newark St., Jersey City, N. J.

NEW STORES—111 Nassau St., New York.  
111 Nassau St., Cor. 7th Av., New York.  
111 Nassau St., Cor. 7th Av., New York.  
111 Nassau St., Cor. 7th Av., New York.

STORES IN THE PRINCIPAL CITIES.

Women's Regal Shoes are made in all the popular styles, both dainty and mannish. The same reasons which account for the superiority of Men's Regal Shoes apply equally well to the Women's styles.

*Catalogues of Men's and Women's Shoes Sent on Application.*

## MAIL ORDER NOTES.

Sell none but reliable goods. Answer every inquiry promptly. Advertise judiciously and honestly.

True and tried mediums are the best.

The mail order trade is booming all along the line.

Fill all orders on the same day they are received.

Private mailing cards must not exceed  $3\frac{1}{4} \times 5\frac{1}{2}$  inches.

Medical advertising is always seasonable—as are household articles.

Poultry and setting eggs are becoming quite a factor in mail order trade.

One good paper is worth dozens of poor ones for the mail order advertiser.

Do not advertise in a publication which refuses to divulge its real circulation figures.

Restrict your advertising appropriation to a safe limit—but do not cut it down when results justify keeping it up.

No article is too large or too small—too expensive or too inexpensive—to profit by proper mail order advertising.

Sworn statements and large claims do not make genuine, live circulations. Look before you leap into the average mail order publication.

Always remember that money is apt to find its way out of an envelope during transmission through the mails. Advise your patrons of this fact.

The spring and summer months are the proper ones in which to work the agricultural class on small machinery for the farm and garden.

Too much care cannot be bestowed upon the mail order advertiser's first advertisement. It is the one which is likely to most seriously influence his future course.

Neat paper cartons—or boxes—should always be used when the price of the article will permit. The good impression thus made upon the purchaser will bring future returns.

It is not easy to build up a suc-

cessful mail order trade. To accomplish this a great deal of downright hard work, combined with business ability and tactful advertising, is necessary.

Your circulars should be correctly written, properly spelled, and neatly printed on good paper. Only first-class printing establishments should be patronized, because they give good service in these respects.

Free rural delivery will be a great thing for mail order advertisers. It will materially increase the possibility of securing prompt responses to newspaper and circular letter advertising. People often intend ordering goods by mail, but put the matter off until overlooked or forgotten. With a carrier calling for mail each weekday the chances are that the agricultural class will purchase more goods by mail than heretofore. The postoffice department is putting in new routes as rapidly as present circumstances will allow. —*The Advisor*.

## SENSE AND DISPLAY.

It doesn't pay to sacrifice sense to display. Display is a good thing, but let it be natural, dignified, sense-saying display. Let the ad be conspicuous rather for its congruous than by reason of some pagoda-like construction. Display is a thing that almost takes charge of itself. It is a part of the ad, but only a part—and a subordinate part at that. An advertisement is primarily designed to convey some information. The manner of the conveyance is secondary. —*Current Advertising*.



"A RUNNING AD."



## THE BUTLER GROCERIES.

By William M. Harcourt.

James Butler, the New York grocer, is without doubt the largest



JAMES BUTLER.

advertising grocer in the country. It is difficult to comprehend the magnitude of the business that Mr. Butler controls, and it is bewildering to think that the prodigious enterprise is under the personal supervision of one man. The entire system consists of ninety-five retail stores and one wholesale house, with five new stores under way, making in all one hundred establishments. Nearly one thousand persons are employed in this large system.

The stores embrace an immense territory, being scattered throughout various parts of Manhattan, Brooklyn, Bronx, Richmond, Queens, Jersey City, Hoboken and numerous towns in New Jersey. A feature of the venture, one which appears to attest the business ability of the founder, is that every store that has been opened is still doing business. It was about fifteen years ago that the first of the many stores now conducted by Mr. Butler was established in the old city of New York. Mr. Butler had come from Ireland several years before he decided to pursue the grocery business, and as all his time had been spent in New York, he well knew the conditions that

confronted him. He mapped his plans accordingly. He determined to build up a gigantic business by degrees, and gain the profits in proportion. His principle had always been to sell goods as cheap as possible, for the profits, as small as they might be, would accrue to a comfortable size when his entire system of stores each had turned in its share.

About three years after the opening of his business, Mr. Butler decided to conduct a wholesale business for the express purpose of supplying his retail stores, thereby eliminating the expense that had been incurred by having to patronize the wholesalers. He accordingly erected a spacious wholesale house at Greenwich and Hubert streets, New York, and for the past ten years every store embraced in the Butler system has received its supplies direct from this source. This enterprise is the largest combined manufacturing wholesale and retail grocery business in the country.

Mr. Butler attributes his great success to quality, low price, hustle and advertising. His great distributing power enables him to buy to the best advantage and thereby sell the highest grade goods at the lowest possible price. He purchases an article one day distributes it among his stores the next, advertises it, and on the third day it is all sold. This is the secret of his business. Everything in his stores has got to move. He won't handle dead articles.

The Butler advertisements are a familiar sight to all readers of New York and nearby newspapers. At one time he used circulars but this method has been abandoned for the exclusive use of newspapers. Space varies; sometimes a full half-page is used. Mr. Butler favors the evening papers as he thinks they have a better circulation among housewives, but he uses Sunday issues of the *World* and *Journal* in addition to the afternoon editions of these papers. Besides these he patronizes the *Press*, *Times* and *Telegram*. Over in Brooklyn he uses the *Eagle*, *Times*, *Standard Union* and the *Citizen*, but he regards the *Eagle*

as the best puller among these papers. In the outside towns where his branch stores are located space is used in the best papers of the respective towns. Mondays, Thursdays and Sundays are the days he advertises. Monday something is said about washing materials, Friday it is fish, and so on.

When the ad copy is sent to the different papers a duplicate copy

selling them at a cut price. One week he will jumble crackers, sardines and cheese, another week it will be canned vegetables etc., and so on. The prices for the lot are so low that they are sure to attract attention and bring customers and of course many articles are liable to be purchased at regular prices.

Asked if the department store



## GROCERIES BOUGHT RIGHT

are half sold. That we buy right is evidenced by the fact that nearly everything in fine groceries that's cheap first comes to us. No matter how great the quantity, it's ours if the quality is high enough and the price is low enough. Where is the small grocer who can buy as we do and who can compete with 93 stores all operated as one?

**SPECIALS FOR MONDAY, TUESDAY AND WEDNESDAY.**

**ONE POUND VERY BEST TEA.** Your choice of Formosa Oolong, Mixed, English Breakfast, India, Ceylon, Young Hyson or Japan  
**ONE POUND VERY BEST COFFEE,** Mocha and Java, bean or ground.  
**SEVEN POUNDS GRANULATED SUGAR,** Havemeyer & Elder's.  
**ALL THESE FOR . . . . .**

**\$1.00**

A special bargain to introduce our best grades of Tea and Coffee.

### FLOUR!

Our big special sale of flour last week was so favorably received that we have decided to continue it three days more.

**Pride of St. Louis Flour** is as good as we can get, and we usually have the best. Compare these prices with what other grocers are charging:

A Bushel, 25 1/2 lb. Bag, 7 lb. Bag  
**\$4.25 53c. 17c.**

Prices valid at Milwaukee stores.

California Raisins, packed in 5-pound cellophane bags, 5c.  
Branston, Choice Southern, 10 pounds, 5c.  
Karo or Yonatan, Extra brand, 10c.  
Three packet, a box, 10c.  
Peanut, Choice California, each, 19c.  
Bunch, a box, 19c.  
Backbones, covered, 9c.  
Golden Deep Fryer, our best special, 9c.  
March, best laundry, 2 pounds, 5c., 4c.  
Washing Powder, Choice, 13c.  
Bread, Choice, 13c.  
Pilot Pen, a box, 12c.

**HERE ARE SOME BIG SPECIALS.**

Dates, small, 5c. per pound or 5c. per pound. Raisins, Choice, 10c. per pound.

### PRUNES.

Here is a genuine bargain in Prunes—not the little, dried up kind, but great big, fat, juicy Santa Clara fruit, averaging 55 to the pound.

#### SPECIAL

for the next three days, and remember there is no restriction as to quantity.

A POUND . . . . . 7c

OR

5 POUNDS FOR . . . 30c



is sent to a printer at the same time and the ad is set up in poster style, an exact reproduction of the newspaper ad. The same day the ad appears each store in the circuit is provided with a set of large sized posters containing the same news as the ad and these are displayed in his many stores.

He makes a specialty of grouping a lot of articles together and

trade affected his trade, Mr. Butler replied that it did not; that so far as he was concerned if it was not for their advertisements he would not know that they had grocery departments, that his only competitor was the neighboring grocer, but that now he was so far in the lead that it was almost impossible for competitors to catch him.

And he reads **PRINTERS' INK.**

AN EXPLOITATION OF  
HORSERADISH.

By Jas. H. Collins.

"Horseradish Jack" is the *nom de affaires* of Augustus Cliff, a Chicago retailer who has built up a profitable trade in dairy produce and fancy groceries through advertising of a most distinctive sort. Some years ago he became convinced that publicity could be turned to account in his business, and after careful consideration of ways in which his appropriation—necessarily a small one—could be spent to best advantage, he decided that a single staple from his stock must be made to bear the expense of his campaign. Horseradish had never been advertised to any marked extent, so Cliff began to feature it in several mediums, sinking his identity under the business name of "Horseradish Jack."

"Many a true word is spoken in jest" seems to have been his motto. He believed that the bare word "horseradish" had an undeveloped humorous side, so in all of his advertising he aimed directly at the great American sense of the ridiculous. His first medium was a grotesque wagon, drawn by a jackass—his registered trademark—and placarded with witticisms of his own vinting. Viewed as refined humor, the legends may or may not have been pithy, but the thing was at least striking and in a short time it began to bear fruit in his cash register.

"People had taken to calling me Jack, so I thought that I might as well carry the idea out to its conclusion and be a regular one," he says. "The name caught on from the first, and has been so successful that I have protected it by registry. My experience during the past few years has convinced me that the public is willing to spend a very respectable sum of money upon fun, and if a merchant is willing to advertise his business after my peculiar method he can get very good returns for a comparatively small expenditure. Sometimes, of course, the laugh is turned upon him and his humorous ad comes back at him like

a boomerang, but on the whole the method pays."

In casting about for a new and wider medium he hit upon the want ad columns of the dailies. From twenty to fifty lines scattered through the various subdivisions of wants would give better results than the same amount of space hidden among several columns of small display ads, he believed, so after he had learned the publishers' rules and found out what would be inserted and what would not, he began to run two and three line notices of the following sort in the most prominent mediums of that class:

Wanted—Forty married women, not over forty years old, to call for samples of horseradish. Horseradish Jack, 68 Randolph street.

Wanted—Doctors to cure their patients and recommend my horseradish. Apply all day at Horseradish Jack's.

Wanted—Furnished room within a mile of business center. Landlady must eat horseradish. Get samples at Horseradish Jack's.

Personal—If young lady who rode on Madison street cable last night will try horseradish she will improve her complexion. Horseradish Jack for sample bottles.

No Pain, No Gas—Just plain horseradish at ten cents the bottle.

Do You Need Money?—I do; take home a bottle of horseradish.

Wanted Everywhere—Men and women of cultured taste to try a sample of my horseradish. Horseradish Jack.

I cure difficult cases of gripe with my new remedy—ten cents a bottle. Horseradish Jack.

Wanted—Butchers to cut up horseradish. Apply ready for work at Horseradish Jack's.

"Thirty lines placed at random under ten or twelve separate heads on a page of small ads is just as good, in my opinion, as a quarter page of display. I never have any trouble in writing the sort of stuff I use, and it pays better than anything I can find. It may be good or bad, just as you choose to look at it. I only know that every time I try a new departure I fail to get results. Lately I have been using first page reading notices in one or two papers, advertising butter or some other article with a price, but in the main I rely on want ads and radish."

Cliff's appropriation soon began to pay goodly profits. People who came in to buy a horseradish out of curiosity learned that excellent butter, cheese, eggs, condiments

and delicatessen were to be had from the man who did business under a pseudonym. By and by he had difficulty in securing enough horseradish to supply his trade, when the Dundee Dairy Farm, of forty acres, was purchased and planted to the much-wanted root. Even this large crop of an overlooked article is not enough for present needs, and Cliff has made contracts with farmers for further acreage.

During the past five years nearly every cent of profit on the staple has been spent in exploiting it, while barrels have been given away in samples. The appropriation has crept up to twenty-five dollars a day, but this sum is laid out in small mediums—want ads, programmes, circulars and novelties. A glass fruit dish is given in return for each empty bottle brought back to the store, and in nearly every case the customer who claims this premium makes purchases of other articles sufficient to balance the gift. An enviable trade has been built up with hotels, restaurants, clubs and wholesalers, and the entire business of the little basement store is made to hinge upon the one article that advertises it.

#### THE MOTHER TONGUE.

There is one point upon which the American citizen of German nativity or origin has been criticised. That point is his undying love for his mother tongue—his refusal to abandon it. That tongue may not be as musical as Italian, as sprightly as French, or as widely used as English. Nevertheless the German clings to it. Upon his arrival in this country he sets to work with characteristic persistency to learn the language of his adopted country for business purposes. But in his moments of social relaxation, and in his reading he invariably sticks to his native tongue. Not only that, he also inculcates a love of it and a reverence for it in his children and grandchildren. The American of German origin, even to the fourth and fifth generation, reads German newspapers. Any advertising campaign that does not take into consideration the tremendous percentage of American population who read only German newspapers, will prove a faulty campaign.—*Philadelphia Gazette.*

#### HIS SPECIALTY.

Tourist—Has your city any dealer in relics?

Citizen—Yes, we have one merchant who doesn't advertise.

#### ERRORS IN MAGAZINES.

Editorial vigilance is the only safeguard against errors in magazine making. Every article that is published in the *Ladies Home Journal*, for instance, is read at least four times in manuscript form, and all statements of fact verified before it goes to the printer. Then it is read and revised by the proofreaders; goes back to the author for his revision; is re-read by the editors three or more times, at different stages; and again by the proofreaders possibly half a dozen times additional. Thus each article is read at least fifteen and often twenty times after leaving the author's hands until it reaches the public eye. But with all this unremitting vigilance errors of the most obvious kind occasionally escape observation until perhaps the final reading, but it is rare, indeed, that an inaccuracy hides itself in the pages securely enough to go through a magazine's edition.



Only quick action on your part will secure the choicest plums of our *Counter-Clearing Mark-Down*.

People are coming here expecting unusually good values—and they're getting them. That's what a Morse mark-down means.

Prices in all grades are sharply reduced, but the greatest activity at present is among the Suits and Overcoats cut to \$10.00.

Open Saturday evening until 10.

Everything that Men and Boys Wear.

*Leonard Morse & Co.*

Designers and Makers of  
"Superior" Ready-to-Wear Clothing.

Washington and Brattle Streets.

RATHER STRIKING.

## THE COUNTRY MERCHANT.

The mail order houses of Chicago alone do an annual business of \$30,000,000. Two houses each receive an average of 25,000 orders or letters every day. Exclusive mail order houses are springing up everywhere, inspired by the success of these enterprises. The competition among themselves is fierce, and each is using every means in its power to get new customers and to hold those it has. They issue elaborate catalogues, in which their wares are temptingly described in a way to make people believe better bargains are being offered than the local merchants can give. They advertise lavishly in country papers. All these forces are working daily and hourly against the local dealer. The country merchant can always win out against the big city establishments by adopting their own methods. One of their methods is to have a leader in each line, which they offer at an extremely low price, while for the rest they charge prices which are often higher than the local merchant. Let the merchant meet them on their own ground here. The mail order houses must always add the cost of express or other transportation charges to their prices, and the merchant can usually undersell them for this reason. It is a good plan to have the catalogues of these houses in your own office, and when a customer says she can get better terms through a mail order establishment, show her by the catalogue that you are ready to meet any price in the book. If the mail order house is selling a few leaders at a slight loss, it will probably be better for you to do the same rather than let the customer go away thinking she can get better bargains on everything at a city house. Every merchant must advertise some way, and a few cents lost in that way will probably pay as well in the end as any other kind of advertisement. If you have once convinced the community that your prices are as low as those of any mail order house, you may be pretty sure you have killed that kind of competition.

The big city establishments are

forcing the country merchants to the point where it almost becomes necessary to handle everything. In some towns the question has been met by the joining of several merchants into practically a department store, with regular department store methods of liberal advertising and close margins. In the smaller places the general store flourishes. In every case it is desirable to let your customers know that you will order anything for them which you do not keep in stock, no matter how small or how large the order may be. The mail order houses make a great showing with their extensive catalogues, but in many cases they depend upon their jobbers to fill an order after they get it. The country merchant can do the same. He can draw upon his jobber's stocks by making arrangements for the prompt filling of orders of all sizes. By frequent visits to his market and by the adoption of the modern method of quick sales and small profits he can compete successfully with any mail order house.—*Chicago Dry Goods Reporter.*

## PROFESSIONAL ADVERTISING.

While the ethics of this profession is against advertising, no doctor becomes known, no doctor realizes on his expertness, until his patrons advertise him to friends and others. The doctor's idea of advertising only differs in kind, but advertising he must have, or he has no patients. This is equally true of all other professions.—*D. M. Lord.*

Bags of wind to this day are often mistaken for newspaper managers.—*Advisor.*

## STEREOTYPED ADVERTISING PHRASES.



"IT CAN BE GIVEN TO YOU AT YOUR HOME."

## WHEN THE SLEEPER AWAKENS.

In the small hours of one morning recently, the emissaries of the Theater Royal went round Cardiff well ahead of the milkman, and hung on thousands of knockers a card which read, "Not at home. Gone to see Why Smith Left Home." It is suggested by a local newspaper that the next move of advertisers will be to deliver circulars under the pillows while people sleep.—*Publicity (Hull, England).*

A word to the wise is seldom sufficient; make it several.

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

## ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, cub., Kempville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an all advertising medium for this and foreign countries. Rates for advertising furnished on application. Address PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

## ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

MARVELOUS. The substantial growth of East St. Louis, Ill., is a marvel. "With no Boom" it has increased one hundred per cent in a decade. Manufacturing interests have found in her contiguous coal fields and numerous railroad lines, the desired requisites for an ideal location. Her municipal institutions have kept pace with her commercial progress. Her churches, schools and public buildings evince the spirit of material progress, while her excellent library, containing many thousand volumes, attests the ethical progress she has made. Advertisers cannot afford to ignore this growing metropolis, and can find no better medium to address the best citizens of East St. Louis than the JUVENILE MONTHLY. It reaches the progressive and intelligent citizens. It is the women's favorite. It is progressive. For rates address, ADOLPH B. SUESS, East St. Louis, Illinois.

## INDIANA.

THE FREEMAN is read by over 80,000 negroes each week. Its circulation is national and is an excellent order medium in Kentucky in this field. GEO. L. KNOX, Pub., Indianapolis.

## KENTUCKY.

THE PRINCETON (KY.) CHRONICLE circulates 1,800 copies weekly in the tobacco belt.

THE DEMOCRAT, Greenup, Ky., has the largest circulation in Northwestern Kentucky.

WEEKLY average, 1,900 copies. Largest circulation in section. THE DEMOCRAT, Greenup, Ky.

THE DEMOCRAT, Greenup, Ky., prints all the news. That's why others find it profitable. Will be so to you.

## MAINE.

If you want to reach Eastern Maine your ad must be in the ROCKLAND COURIER-GAZETTE. See our New York agent, S. S. VREELAND, 150 Nassau St., who will tell you our story honestly and make you lowest rates.

F. A. STUART, of Marshall, Mich., says: "In six years I worked up a business from nothing to nearly a million a year, using daily papers exclusively. Weeklies are too slow for me." In Rockland, Me., the STAR is the only paper.

## MARYLAND.

THE LEDGER, Easton, Maryland.

## MASSACHUSETTS.

MORE home advertising is carried in the SUNDAY TELEGRAM than can be found in any two other Lowell papers combined. This proves that it is the best advertising medium. Rates low. Circulation exceeding 10,000. S. S. VREELAND, 150 Nassau St., New York; JOHN P. ACKERS, 12 Globe Building, Boston, or direct. Sample copy for the asking.

## MICHIGAN.

THE ECHO, Harrisville, covers Northeastern Michigan.

THE LYRE, Harbor Springs, Mich., is meeting with wonderful success. It is the official organ of the Jim Lewis Fishing and Sporting Club and the Pristine Order of Prevaricators. Only 50 cents per year, and every subscriber gets a Liar's License. They are hot stuff and every traveling man has one. Just the publication for advertising sporting goods of all kinds.

## MISSISSIPPI.

MC COMB CITY, pop. 5,000. Railroad town, cotton factory, cotton and corn raised. THE ENTERPRISE, leading co. paper. Sworn circ'n over 1,000; 8 to 10 pages, 18x24. Send for rates.

THE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in THE HERALD, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

## NORTH CAROLINA.

CHARLOTTE (N. C.) NEWS—Largest circulation in leading city in North Carolina.

CHARLOTTE, N. C., probably sends more people to resorts than any city in the Carolinas. The Charlotte NEWS reaches twice as many Charlotte people as any other paper. Draw your own conclusions.

## PENNSYLVANIA.

If you want to reach the rich suburbs of Philadelphia, advertise in THE NORTHEAST PHILADELPHIAN. DR. N. ROE BHADEN, Publisher, Station F, Philadelphia, Pa.

ENGLISH people in this country are thrifty; they occupy important positions in trade and manufacture; they are seldom idle; therefore they prosper and are able to buy. They read the ST. GEORGE JOURNAL, the official organ of the Order Sons of St. George, English Americans and the Anglo-Saxon race. Circulates among best class of English people in this country. Rates 25c. per inch. Issued every Saturday. F. DODD, Publisher, 31 N. 9th St., Philadelphia.

## TENNESSEE.

KNOXVILLE, Tennessee, now the third city in the State, according to the census of 1900. The JOURNAL AND TRIBUNE (only morning and Sunday papers) the first paper in Knoxville. Covers East Tennessee thoroughly. Especially low rates for summer resorts this year. Write for samples and prices.

## TEXAS.

**THE BUDGET**, Alford, Texas, published weekly in the garden spot of the Lone Star State. In its 14th year. All home print. Circulation 1,000. A splendid advertising medium.

## WISCONSIN.

**DODGE COUNTY FARMER**, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

## CANADA.

**CANADIAN ADVERTISING** is best done by **THE E. DESBARATS ADVERTISING AGENCY**, Montreal.

## CLASS PAPERS.

### ADVERTISING.

**2,500 BAKERS** every month read **BAKERS' REVIEW**. If you have anything to sell that they use, the proposition is self-evident. Page rate \$20, half page \$16 per issue.

**PRINTERS' INK** is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority. *Chicago (Ill.) News.*

**PRINTERS' INK** is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 35 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

### Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**REACH PROSPEROUS SOUTHERN PEOPLE** By placing your ad in **THE ILLUSTRATED YOUTH AND AGE**, Nashville, Tenn. Circulation 25,000; rate 15 cents per line.

**AUTHORS** Manuscripts suitable for issuing in volume form required by established house. Liberal terms. Prompt, straightforward treatment. Address **SEEKING A PUBLISHER.** BOOKS, 141 Herald Bldg St.

### Great Britain

**Gordon & Gotch** one of the largest and most experienced firms of Advertisers' Agents, invite inquiries from houses about to open up in Great Britain. 15 St. Bride St., London, England.

An ad that pays is one inserted in

### THE HERALD-POST, Mokane, Mo.

**R. EARLE HODGES**, Editor and Proprietor. Circulates among a class of people who pay as they go. Covers entire Central Missouri. Only weekly paper in State with a paid-up circulation. Results guaranteed or money refunded.

## GOD AND THE CITY.

By **The Rt. Rev. HENRY C. POTTER**, Bishop of New York. Cloth, 25 cents. May be ordered through any bookseller or will be sent postpaid for the price by the Abbey Press, Publishers, of 114 Fifth Avenue, New York, London, Montreal and elsewhere, who always issue interesting works.

SEND 5¢ STAMP FOR A FREE SAMPLE



**CANNOT - BAKE - OUT.**

BEST FOR ICE CREAM.

-G.H. LOWELL & CO- BUFFALO, N.Y.

## The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

## FORTUNES FOR PEOPLE.

If you wish to start in business, trade or profession along the lines of the Great Northern Ry., which runs through the States of Minnesota, Montana, Washington and British Columbia, or along the line of the Union Pacific, running through the States of Kansas, Colorado, Nebraska, Utah, or along the line of the Chicago & Northwestern, running through the States of Illinois, Wisconsin, Minnesota, Iowa, Michigan, Nebraska, Kansas and Wyoming, address for full particulars respecting the opening and population to **LOUIS HALLÉ**, editor "American Adviser," 87 Washington St., Chicago, Ill., who will furnish you all information free of charge.

## THERE'S A DIFFERENCE.

You are an advertiser in a large or small way. Are all those engaged in your line of equal standing and durability?

Neither are they in ours! Yet all financial dailies seem the same in the newspaper directory.

It's in just this difference that the value of **THE WALL STREET JOURNAL** to advertisers lies.

Some of the big financial houses and general advertisers realize this. We would like to point it out to you.

**DOW, JONES & Co., Publishers.** 42-44 Broad Street, NEW YORK.

## \$2,000,000

will be spent in public improvements in Troy this summer. The thousands of men who will be employed on this work read the official paper of the city administration. This paper is

## THE SUNDAY NEWS,

Troy, N. Y.



## THE BEACON

MELROSE, MINN.

An 8-page weekly, circulating principally in Stearns County, the largest county in Minnesota. After June 1st the BEACON will be all-home print. No advertising accepted unless contracts are made in this office. Advertising solicited, but no space given away.

DO YOU  
WISH TO REACH  
THE STUDENTS OF  
THE CENTRAL WEST ?

viz. Illinois, Indiana, Ohio, Minnesota, Iowa, Colorado, Nebraska, Wisconsin, Missouri and Kansas, comprising over 100 colleges. If so place an ad in the Contest Number of *The Collegium Forense*, of Des Moines College, which is the official organ of the Interstate Oratorical Association. **10,000 copies** of the Contest Number will appear May 3, the morning after the contest. Our rates are: One Page, \$15; One-half Page, \$8; One-fourth Page, \$5. Size of type page 3½x8 inches. Copy should reach us not later than April 26 or 27 to insure publication. Address

WILL H. A. TURRILL, '02, Adv. Mgr.  
1308 HARRISON AVE., DES MOINES, IA.

Send 10c. for sample copy of

## Ranch and Range

a profusely illustrated monthly magazine, descriptive of the scenes, wonderful resources and opportunities of the great West. Better send \$1 for a year's subscription and receive the premium of a beautiful embossed booklet of ROCKY MOUNTAIN WILD FLOWERS, sent prepaid.

618-620 Charles Block,  
Denver, Col.

## The Columbia Advertiser

1626 COLUMBIA AVENUE, PHILADELPHIA, PA.

A weekly paper published in the interests of the merchants of Northwest Philadelphia and suburbs.

Rates, 35 cents per inch.  
Circulation, 12,500.

## PROPER COPY

We prepare proper copy. We write, design, illustrate and place all kinds of good advertising. If you contemplate a campaign or wish to improve your present copy write us—our charges are moderate.

**SLAWSON & GRAHAM,**

TRANSIT BUILDING,

5 & 7 East 42d St., New York City.



A BOON FOR  
SUMMER HOTELS.

**FLICONE** is a paper pyramid that is sticky on the inside. A hole at the top admits light. A fly will crawl under an object if he can see light above. FLICONE is a clean manner of "doing" flies to a finish. It is a perfect trap, as has been proved. It is not a nuisance—sticky part out of sight, so are the flies. It is not unsightly, rather an ornament on the dining table. Send \$2.50 cash for a sample gross. We will pay the express, or 10 cents for sample. Millions will be sold. Agents wanted to introduce it.

FLICONE MFG. CO.,  
310 HOLYOKE, MASS.



**HOTEL KEEPERS:**

It Costs You Nothing to  
advertise in

THE  
**Society Times**

Chicago's Society Paper.

Send for our proposition to  
hotel keepers and summer resort  
proprietors.

THE SOCIETY TIMES circulates  
exclusively among Chicago's leis-  
ure class, the ones you want to  
reach. Published weekly by

**University Printing Co.,**  
190 Van Buren St., Chicago.

The Northwest Is A Great Country.

**The Northwest**  
MAGAZINE COVERS IT.

Here is our territory:

Iowa, Wisconsin, Minnesota, the  
Dakotas, Montana, Idaho, Washington,  
Oregon, Wyoming, British Columbia,  
Manitoba, Ontario and Oklahoma.

In this territory The Northwest  
Magazine has 31,000 paid sub-  
scribers.

Communicate with any reliable agency  
for rates, or write



ST. PAUL, MINN.

CANADIAN GENERAL OFFICES,  
McIntire Block, Winnipeg, Manitoba.  
CHICAGO, 638 Fine Arts Building.



EVERY SATURDAY

**SPORTING LIFE**

Base Ball, Trap Shooting  
and General Sports

For 16 Years the Acknowledged Authority  
Advertising Rate, 15 cents a line.

Sporting Life Publishing Co. Philadelphia, Pa.

**Hotel Booklets**

the artistic kind. We get up booklets that read so smoothly, so truthfully,  
so attractively, that they fill the hotel with paying guests. Tell us the  
facts about your hotel, send us the photographs (if you have any)—**your  
troubles are over.** We make the plates, do the fine adwriting  
and print—then you send them out—your hotel is filled the entire season.

**Manhattan Photo-Engraving Company,**  
7 New Chambers St., New York.

*April Number Now on News-stands.*

## PARISIAN ILLUSTRATED REVIEW

"Malva," a complete story by Maximilian Gorki, the famous tramp novelist of Russia, whom the European critics hail as a new Tolstoi. This is the first time any of this author's work has appeared in the English language.

Marcel Prevost's fascinating study of the feminine heart: "MY DON JUAN HUSBAND."

Other fiction and articles by Paul Bourget, Matilde Serao, Jacques Normand, Armand Silvestre, et al.

Profusely Illustrated. 15 cents per copy. \$1.50 per year.

At all dealers, or from the publishers:

PARISIAN REVIEW CO.,

150 Fifth Avenue, New York.

You Will Enjoy Your Meals  
After Using JUBU.

# JUBU.

A harmless remedy for dyspepsia disorders. If used occasionally this incomparable dyspepsia tablet will prevent appendicitis. Will

build up the system. Will eliminate foul humors from the blood, regenerate and rejuvenate man, woman or child. They do the work while you rest. Nothing better nor quite so good. If you want perfect health, buy a box of JUBU tablets, only 25 cents. Sample box, 10 cents.

JUBU REMEDY CO.,

Mankato, Minn.

# THE COTTAGER

Has a guaranteed circulation of

**14,093** PER MONTH.

It is a high-class monthly publication devoted to good literature and a concise record of current events. It has been established twenty years and has the largest circulation of any monthly published in Massachusetts, outside of Boston. The May issue will have an edition exceeding

**28,000**

THE COTTAGER is an especially valuable medium for summer hotels, as it circulates among a prosperous class who pass the hot weather at seashore, mountain or country. For rates, address

THE COTTAGER CO., Athol, Mass.

## *The Argus*

**Anderson, Mo.**

Published in the great fruit and mineral belt of Southwest Missouri. The only paper published in a railroad town in McDonald County. Is a popular four page weekly, and enjoys the confidence of its readers. Goods advertised in its columns command their attention and respect. Ad rates and sample copies mailed on request.

## **Phillips & Co.,**

1133 Broadway, New York.

**ADVERTISERS ALL OVER THE WORLD.**

Among others we represent:

Mariani & Co., Vin Mariani; J. N. Jaros & Co., Russian Teas; Prince Brancaccio, Royal Table Oil; Lengert Wagon Co., Bloomer Safety Three Wheeler; Curo Chemical Co., Kuro Remedies; Medicura Soap Co., Medicura Soap; Frank Teller & Co., Royal Blue Cigars.

We also have other large accounts under way. We are prepared to handle more. It is to *your* interest to have *our* service, if you are a beginner or old-timer. We charge a fair compensation and do good, effective work.

### **THE ADVISOR,**

published by us, is the leading advertising trade magazine in the world. Subscription price \$1 per annum, and choice of valuable premiums. Send for sample copy—mailed free upon request. The ADVISOR is an example of our work.

**PHILLIPS & CO.,**

1133 Broadway, New York.

## *To General Advertisers.*

In making up your advertising list for the season's business, you are earnestly requested to inquire of the local merchants, and learn the true worth of the Columbus, Ohio, DAILY CITIZEN.

We believe you will find the same second to none as an advertising medium in Central Ohio.

The CITIZEN is liberally patronized by all the large advertisers in the city of Columbus—is published daily, except Sunday, and has a guaranteed circulation of over **20,000** copies daily.

It will be to your interest to investigate the standing of

## *The Columbus Citizen*

before deciding on the paper you will use in that city.

**E. T. PERRY,**

MANAGER EASTERN OFFICE, 103 TRIBUNE BUILDING,  
NEW YORK.

## A Resort Information Bureau

is effectively conducted by each one of the



### THIRTY MAGAZINES published by the Church Press Association

for 30 live Churches  
in Philadelphia, New  
York, Boston, Balti-  
more and Washing-  
ton, D. C. Send for  
circulars and rates.

**A DIFFERENT MAG-  
AZINE PRINTED  
EACH DAY.**

PROPRIETORS OF

## SUMMER RESORT HOTELS

**BOARDING HOUSES, FARM HOUSES**  
who advertise for guests in these journals during  
May, June, July and August secure the  
most profitable patrons.

**FOR THE** that these magazines are read in  
**REASON** 35,000 cultured homes by more than  
140,000 well-to-do people at a time  
when they are considering places of retreat from  
the heat and toil of city life. People possessed  
of the means with which to enjoy a summer's  
outing. Where one goes many go, for they  
travel in family parties and social groups.

**THE ADVERTISING RATE** is only 40c. an  
inch per magazine per month—30 different mag-  
azines every 30 days. Address 500 South 10th St.,  
Philadelphia.

## In making up your appropriation

for daily newspaper adver-  
tising remember you cannot  
cover Joliet and its environ-  
ment without the News.

Now printing and dis-  
tributing by carrier and  
mail, 8,000. No street  
sales. Lowest rate, 22c.  
an inch. Ask for rate card.

## Joliet Daily News.

THE MEMPHIS

# EVENING SCIMITAR

*Brightest and Best in the South.*

The only afternoon daily newspaper in the large and metropolitan  
city of Memphis, whose population is **110,000.**

Circulates in over **200** surrounding towns by carrier.

Member of the **Associated Press.**

Publishes from ten to sixteen pages daily, handsomely illustrated,  
having its own Art and Engraving Department.

Average circulation for the **15,000 Daily**  
past six months - - -

For rates on advertising and other information apply to

**R. A. CRAIG,**

In charge of Foreign Advertising,

41 Times Building, New York.

87 Washington St., Chicago.

*Sworn Average Circulation for Feb., 1901.*

## St. Paul Daily Globe

—18,014—

THE GLOBE invites any one and every one interested to, at any time, make a full scrutiny of its circulation lists and records and to visit its press and mailing departments to check and keep tab on the number of papers printed and disposition made of same.

WILLIAMS & LAWRENCE, 87 Washington Street, Chicago, Western Representatives.  
CHARLES H. EDDY, 10 Spruce Street, New York, Eastern Representative.

"The  
Evening  
Journal  
is the  
best paper  
in the city."  
—Statement  
of Jersey City  
advertisers.

## The Evening Journal

Jersey City, N. J.,

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and New York City advertisers attest the value of the JOURNAL as an advertising medium by a large and liberal use of its advertising columns.

## \$100 in Gold

will be paid by us to the first advertiser who proves that the paid circulation of *The Press-Republic* is not larger than the combined paid circulation of all other Springfield, Ohio, dailies.

**The Springfield Publishing Co.**  
SPRINGFIELD, OHIO.

## WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

## INDIANA.

Logansport (Ind.) *Reporter* (1).—Published in its own building on a perfecting press and under a management that has ever kept pace with progress and the demands of a critical public. With a circulation more than the combined list of its contemporaries, it has earned the good-will of advertisers who appreciate the wisdom of buying the best.

## MAINE.

Portland (Me.) *Evening Express* (2).—Has the largest circulation of any daily paper in Maine. The *Express* gives a net circulation statement. Most papers give their press-run. Our statement is for the number of papers circulated and for which value is received. It is quite certain that the paid circulation of the *Evening Express* exceeds that of both Portland morning papers combined, and that it is nearly if not quite as large as all other Portland papers combined—two morning and one evening. We court investigation of the circulation situation in Portland, and our circulation books, press records, paper bills, etc., are at the service of advertisers. Our Sunday edition—the *Telegram*—has the largest Sunday circulation in Maine. Its entire output (except mail subscribers) is handled by one newsdealer—Mr. Peterson—who has our permission to give full information to all inquirers.

## MISSOURI.

Kansas City (Mo.) *World* (1).—The Kansas City *World*, under its new ownership and management, offers the advertiser the best service at the price. The paper has been enlarged and improved and is growing in prestige and circulation. Investigate the claims of the *World* before placing your business in Kansas City. This paper does not run free cure fakes and "weak men" advertising at any price.

St. Joseph (Mo.) *Medical Herald* (1).—Is one of the oldest and most influential medical magazines circulating in the Central and Western States. Conducted upon a clean-cut basis, untrammelled by clique or ring, original in style, no connection with drug or instrument houses to curb its utterances or obligate advertisers. Owned, edited and published by doctors for the best interests of its clientele.

St. Louis (Mo.) *Alienist and Neurologist* (1).—Goes to every State and Territory in the American union besides the large capitals of the world. If you have

## EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

anything to sell to public or private institutions, this journal will sell it. Special inducements to doctors and sanitarians. Our sanitarium directory is largest published.

St. Louis (Mo.) *Colman's Rural World* (1).—Up and down the Mississippi Valley, the prosperous farmers are those who raise cattle, hogs, sheep, horses and mules. They make and spend money. And they read *Colman's Rural World*. There is no paper in the country which devotes more careful attention to all matters pertaining to the live stock industry. That is why it has such a hold upon the good people of the Mississippi Valley.

## NEW YORK.

New York (N. Y.) *Medico-Legal Journal* (1).—Only journal on the continent devoted exclusively to medical jurisprudence. Organ of the Medico-Legal Society of New York (over 1,000 active, honorary and corresponding members); departments of railway surgery and psychology, and the organ of the psychological section. Reaches both professions—law and medicine—and all the great libraries.

New York (N. Y.) *Post-Graduate Medical Journal* (1).—A medical journal published by the directors of the New York Post-Graduate Medical School and Hospital; contains thirty-two pages of original matter, being reports and papers from the professors in the Medical School. Besides, there are thirty-two pages of abstracts on the progress of medical science, and a commentary on the medical phases of the month, with book reviews and other matters of interest to every doctor. Several times during the year special numbers are published containing papers chiefly on one of the departments of the school.

New York (N. Y.) *Sun* (1).—There is no newspaper like unto the *Sun*. Its news and opinions are of national importance. Its clintage is the most notable enjoyed by any American newspaper, for you cannot reach *Sun* readers through any other publication. Its advertising patrons know this.

New York (N. Y.) *Times* (1).—Advertisers who are interested in the circulation of newspapers in New York City should make inquiries at the newsstands respecting the circulation of the *New York Times*. They will find that its sales in New York City are exceeded by only two morning newspapers. The advertising totals for the month of October, 1900, show that the *New York Times* printed almost as many lines of book advertising as all of the other New York morning newspapers com-

bined—thereby establishing the New York Times' supremacy among book-buyers; that it led every other New York morning newspaper in financial advertising—thereby establishing its standing in the estimation of men of affairs; that it led every other New York morning newspaper in dry goods advertising—thereby obtaining a certificate of merit as a home paper. The Times gives a quantity of quality. It is a medium for high class wares. The merit of the New York Times lies in the fact that it has all the news that's fit to print. It does not soil the breakfast cloth. It can be read by a fourteen-year-old girl without offense. It is a family paper. On Saturday, without extra charge, it prints a sixteen-page supplement devoted to books and art. On Monday, without extra charge, it prints an eight-page supplement devoted to financial matters.

## OHIO.

Dayton (Ohio) *News* (1).—Supreme in the field of the greatest inland traction road center in America. Has more circulation than all other Dayton dailies combined. The price, penny a day, appeals to the masses. The quality to the classes. It is the only afternoon paper receiving the full Associated Press report. It pays its money for high class literary matter, and its Saturday issue is a sixteen-page magazine—all for a cent. It has led every fight in behalf of the people and is known as the people's paper.

Gallipolis (Ohio) *Hunter, Trader and Trapper* (1).—This journal is the only publication of the kind in the world, and it covers the field so thoroughly that advertisers get value received for their investment. It is taken by hunters, trappers and raw fur collectors all over the United States and Canada.

Somerset (Ohio) *Rosary Magazine* (1).—The *Rosary Magazine* is introduced through the pulpit into all cities and towns by members of the order, who devote all their time to the work. This guarantees a steady and regular increase in circulation of from 500 to 1,000 monthly. The *Rosary* is a family magazine which is carefully read by every member of the house, hence all its advertisements are sure to be noted.

Springfield (Ohio) *Farm and Fireside* (1).—The one important thing to be borne in mind by every advertiser and manufacturer whose goods are used by farmers, is the necessity of everlastingly trying to cultivate the acquaintance and confidence of the farmer, the man behind the plow—and the money to buy, and upon whom he depends absolutely for the life of his business. You can reach 310,000 farmers twice a month by advertising in the *Farm and Fireside*.

## PENNSYLVANIA.

Philadelphia (Pa.) *Church Standard* (1).—The oldest publication of the Episcopal Church. Most influential, conservative and representative. The circulation of the *Church Standard*, which covers every State in the Union, and the countries beyond, has been very largely increased. The methods which have proved so successful are being further developed. The *Church Standard* fills a unique place in American church

life. The oldest publication of the Church, it is also its most influential organ. This testimony is that of the Fathers of the Church, supplemented by the widening circle of our readers.

Philadelphia (Pa.) *Medical Council* (1).—Is not "the only" anything—simply a good, standard, ethical, wide-awake journal. Well printed on good, clear paper. Articles brief, original and practical. Readers state that they get from each single member the full value of the entire year's subscription. Advertisers state that they continually hear from its readers even when others are silent. The high character of its readers is such that if you have an article of genuine merit, which will help them in the practice of their profession, you can readily sell to them or secure its adoption in their practice.

Philadelphia (Pa.) *Saturday Evening Post* (1).—The *Saturday Evening Post* has reached a circulation of 300,000 copies weekly. No sample copy editions; no premiums; no club or cut rates.

## TEXAS.

Weatherford (Tex.) *Democrat* (2).—Gives advertisers "the best" in Parker and adjoining counties because (1) it has the largest circulation (almost double the nearest competitor) and (2) because its circulation is entirely bona fide, paying subscribers. Having no deadheads, its circulation is really larger than its figures would indicate.

## WASHINGTON.

Seattle (Wash.) *Times* (1).—Seattle *Daily Times* cuts a considerable figure on the North Pacific Coast, with an average daily circulation of 25,000 copies. There are two daily newspapers published in the city of Seattle, each owning the Associated Press leased wire system, the one by day and the other by night, and these two papers are practically the only newspapers read in the city, for the reason that in enterprise they compare favorably with the great newspapers in the East and Central West, published in cities of 500,000 people. The Seattle *Times* has a circulation of over 12,000 copies per diem in the city of Seattle alone, being 300 per cent greater than any other newspaper has in any city on the Pacific Northwest, not excluding Portland or Spokane. The *Times* circulates 12,000 more copies outside of the city of Seattle every day at least entirely within the Pacific Northwest, sending scarcely more than 1,000 copies beyond the limits of that territory. As an advertising medium the *Times* has no equal on the coast. Its rates are lower than other papers of equal circulation and rigidly adhered to.

## QUEBEC (CAN.).

Montreal (P. Q.) *La Patrie* (1).—Quebec, Canada, is the leading province of the Dominion. Montreal is the metropolis and the wealthiest city. Population 325,000. *La Patrie* is the most progressive of its daily papers. French-Canadians comprise over two-thirds of the population of Montreal. *La Patrie* reaches the better classes and as its readers cannot be reached through any other daily publication, no general advertiser can afford to overlook it. Rates are right.

## THEY ARE BARRED.

DUMMY TOBACCO PACKAGES PROHIBITED  
BY GOVERNMENT.

A number of tobacco manufacturers throughout the country have been in the habit of advertising their wares by the use of "dummy" packages. These are put up in imitation of statutory packages of tobaccos, cigars and cigarettes, bearing statutory labels and imitation stamps. Sawdust instead of tobacco is usually filled into them.

To such an extent has this been practiced that the government officials have been called upon to take a hand in stopping it. Genuine tobacco could be placed in the dummy packages and the counterfeit would be hard to detect; in fact, it is said that this has been done. Most of the instances called to the attention of the department are put up in imitation of a one and two-thirds ounce package of smoking tobacco, with the regulation cautionary label and a strip of blue paper in imitation of the internal revenue stamp.

Collector of Internal Revenue Sanders has received a copy of a decision just issued by the Treasury Department which is as follows:

"This statute makes it unlawful for any person to brand, mark, label or stamp any box, bag or other package indicating that some provision of the internal revenue law has been complied with, or may contain an article different from that indicated by such statutory brand, mark, label or stamp affixed to the package. All such packages put up in imitation of statutory packages of tobacco, snuff, cigars or cigarettes are subject to forfeiture. All such prohibited packages must be discontinued and voluntarily withdrawn

from the hands of dealers within thirty days from this date; otherwise they will be seized and destroyed.

"You present the question whether cloth bags similar to statutory packages may be used by manufacturers for advertising their goods, provided statutory caution notice labels and imitation stamps do not appear on the packages.

"In reply, you are advised that such packages are objectionable and improper, and, if authorized, would make it possible to sell unstamped tobacco and defraud the revenue.

"This office will not approve sample packages intended for advertisement purposes, and whatever method is adopted by a manufacturer for advertising his tobacco must be within reasonable and proper bounds and at his own risk.

"A manufacturer should not use imitation packages when they are the counterpart of packages used by him for packing his tobacco, and all such stamped imitation packages will be subject to the most rigid inspection when found intermingled with statutory packages."—Rochester (N. Y.) Herald.

## "BIG" VS. "SELECT" CIRCULATION.

The majority of people are buyers of the medium-priced goods. The price may be tens of dollars or tens of cents, according to the article—furniture and soap, for example—but, as a rule, they leave the most expensive to the men of great wealth. Some firms make goods intended for this latter class and big circulations do not interest them. They appeal to a small class. The publications appealing solely to that class will likewise have a small circulation. To the advertiser it is not a question of circulation; it is a question of business.—Our Wedge.



**TIME!**

The essential element in a watch is its accuracy in time-telling. The Full Ruby Jeweled

**ELGIN WATCH**

meets the time-telling requirements fully—and more—it is enduring, yielding a lifetime of service—strong, requiring the least attention of the repair man—artistic, being cased to suit the purchaser. Sold by all jewelers.

**The World's Standard.**


Send for free booklet—"The Ways of a Watch."  
ELGIN NATIONAL WATCH CO., Elgin, Ill.

An Elgin watch always has the word "Elgin" engraved on the works—fully guaranteed

EYE-ATTRACTING.



# In the Spring a Hotel Man's Fancy



turns to thoughts of summer trade—and how to get it. Advertising and advertising methods appeal to him. He is not satisfied with hearing other people talk—he would be glad to know all about the subject himself. To be able to write his own ads and select his mediums wisely is his aim. Oftentimes the amount of money to be expended is very moderate, and he feels compelled to do his own advertising.

If he has fair ability and a knowledge of his business, a practical advertising journal like PRINTERS' INK will give him a foundation to work on.

Care should be taken in selecting the mediums, in accordance with the class of people most available, or those he most desires to reach. This is especially true where the appropriation to be used is small. PRINTERS' INK puts him in touch with the proper papers.

PRINTERS' INK is the "Little Schoolmaster" in the art of advertising—it teaches the science. It contains information of direct value to the hotel and summer resort advertiser, and enables him to plan his advertising campaign in an intelligent and probably profitable manner.

Subscriptions are invited—use the blank on reverse of this page.

Subscription price \$5 per year in advance.

**Printers' Ink** Geo. P. Rowell & Co.  
Publishers.   
10 Spruce Street, New York City.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Subscription price Five Dollars a year, payable in advance.

GEO. P. ROWELL & Co., Publishers.

PRINTERS' INK is devoted exclusively to the interests of the advertiser and is a representative journal of its class. It aids in circulation, influence and character.

PRINTERS' INK discusses in each number topics of interest to advertisers—plans, methods, buying of space as well as the writing of good advertising.

PRINTERS' INK illustrates the articles which permit it with pictures of the advertising. These pictures show how the successful results have been obtained.

PRINTERS' INK aims to separate the wheat from the chaff, and to show the advertiser what is his business with profit.

PRINTERS' INK has a department of Criticism, which tells what kind of advertising is good—some plans and how to improve any kind of advertising matter used by the merchant.

PRINTERS' INK has a department called "Store Management," telling the methods to be used in handling the trade created by advertising.

PRINTERS' INK has a department of "Ready-made Plans," which are prepared for the advertiser, who is too busy to be able to prepare for himself the kind of advertising he would like to use.

ADDRESS:

Printers' Ink, 10 Spruce St., New York.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers,  
10 Spruce Street, New York.

Gentlemen:—

*Herewith please find money order for Five Dollars (\$5) in payment for one year's subscription to Printers' Ink from issue of*

\_\_\_\_\_ 19

to \_\_\_\_\_ 19

*To be sent to the following address:*

ADDRESS: \_\_\_\_\_  
19  
WRITE NAME AND ADDRESS PLAINLY.

Why  
Hotel Proprietors  
and Managers  
Should Read  
Printers' Ink.

Hotels are public institutions, wholly depending on the public. Up-to-date publicity attracts trade and secures patronage. Publicity may vary to suit conditions—the principles remain the same.

PRINTERS' INK, the weekly journal, is the exponent of modern and successful American publicity. It's a practical paper for practical people. Dealing with questions of advertising in all its phases, PRINTERS' INK is the most useful for all business men, who are in some form connected with advertising. It contains, weekly, thoughts and suggestions which may be worth thousands of dollars in their practical application which a wide-awake reader can make in his own field of activity. Published every Wednesday. Always brimful of sparkling ideas. \$5 a year. Address

GEO. P. ROWELL & CO., Publishers,  
10 Spruce Street, New York.

*"'Twas in the Newspaper and all the World Now Knows It."*

The Recognized Afternoon Leader of the "Smoky City"  
Procession.

## **Why** does the Pittsburgh **Chronicle Telegraph**

carry more advertising, both Local and Foreign, than any other six-day paper in Pittsburgh, morning or evening?

**Because** it is the first Pittsburgh paper that goes down on an advertiser's list.

The following exhibit shows the pre-eminence of the CHRONICLE TELEGRAPH as a valued medium for advertising.

Table showing the number of agate lines of advertising published in the CHRONICLE TELEGRAPH and in the paper carrying the next largest line:

	Local Display Advertising	Foreign Display Advertis'g	Miscellaneous Adv'g (See note)
<b>For the Month of February:</b>			
CHRONICLE TELEGRAPH.....	243,180	82,936	58,772
NEXT LARGEST.....	197,484	78,946	107,044
<b>For Week Ending March 2:</b>			
CHRONICLE TELEGRAPH.....	59,598	22,456	14,140
NEXT LARGEST.....	49,630	21,322	30,758
<b>For Week Ending March 9:</b>			
CHRONICLE TELEGRAPH.....	56,476	26,600	17,262
NEXT LARGEST.....	50,680	25,676	28,742
<b>For Week Ending March 16:</b>			
CHRONICLE TELEGRAPH.....	62,944	24,948	14,070
NEXT LARGEST.....	56,084	20,244	27,664
<b>For Week Ending March 23:</b>			
CHRONICLE TELEGRAPH.....	70,126	25,732	26,698
NEXT LARGEST.....	59,724	21,574	28,812

NOTE.—Under the heading "Miscellaneous" are included Classified Advertising, Legal Advertising, the official printing of the cities of Pittsburgh and Allegheny and of Allegheny County, etc., etc.

THE CHRONICLE TELEGRAPH does not carry the official county printing. The above shows the esteem in which the CHRONICLE TELEGRAPH is held by the discriminating advertisers for the Pittsburgh field. Its large and rapidly increasing circulation,

**57,638 average for February, 1901,**  
**56,312 average for March, 1901,**

and the unrivaled prestige it enjoys among its readers combine to make it by far the most valuable advertising medium in Pittsburgh.

THE CHRONICLE TELEGRAPH, W. R. ROWE, Bus. Mgr.

**The S. C. Beckwith Special Agency,**

Sole Agents Foreign Advertising,

47-48-49-59 Tribune Building,  
NEW YORK.

469 Rookery,  
CHICAGO.

It will pay Hotel and Summer Resort Advertisers, as well as others, to look us up!

# The Knoxville Sentinel

ISSUES DETAILED

## SWORN CIRCULATION STATEMENTS.

This can be said of no other paper in East Tennessee.

Sworn Average  
Circulation for 1900, **6,162**

We can give an advertiser conclusive evidence that The Sentinel has **DOUBLE the circulation in Knoxville and suburbs** of any other paper, a **larger circulation** than any other Knoxville paper, and a larger circulation in **East Tennessee** than any other paper.

### Knoxville

increased from 9,000 population in 1880 to 32,617 in 1900. The city and immediate suburbs (within a radius of  $1\frac{1}{2}$  miles from the city hall as a center) contain 51,000. Knox County has a population of 74,354.

Knoxville is the largest city in the great industrial region from Washington, D. C., on the east to Birmingham, Ala., on the west. Look at the map.

Knoxville is the second richest city per capita in the United States. It is the commercial, financial, educational, political and social center of a large territory. The people are prosperous and well able to pay for the necessities and luxuries of life.

### The Sentinel

is the principal paper, and is the most widely circulated in this important territory. Despite the fact that The Sentinel's rates are higher it is the popular advertising medium in Knoxville. This is evidenced by the fact that The Sentinel carried more advertising in 1900 in six issues per week than its contemporary did in seven. It is the official State, county and city paper.

If you are not familiar with Knoxville and The Sentinel, seek further information. It's yours for the asking.

**THE KNOXVILLE SENTINEL, Knoxville, Tenn.**

**J. E. VAN DOREN SPECIAL AGENCY**

**Temple Court, New York.**

**Boyce Building, Chicago.**

**"OF THE MANY THOUSAND  
ADVERTISEMENTS** of Father  
John's  
Medicine sent to Carleton & Hovey in Com-  
petition for the trip to Washington, it is inter-  
esting to note that by far the larger number  
were cut from "The Sunday Telegram."—FRED HOWARD

**M**ESSRS. CARLETON & HOVEY, Lowell, Mass., proprietors of "Father John's" Medicine, offered a free ticket on the "Batchelder" excursion to Washington, D. C., to the person cutting out the greatest number of "Father John" advertisements from the local papers. The advertisement appeared in the five dailies three times each week and of course but once a week in THE SUNDAY TELEGRAM. This made the odds against THE TELEGRAM appear to be 15 to 1, but when the returns were all in and counted over 35,000 advertisements were recorded and of this number more than one-half were cut from THE SUNDAY TELEGRAM. The above is one of hundreds of reasons why THE TELEGRAM carries more *home* advertising than any two other Lowell papers combined. Advertisers should not scatter their appropriation for this city through the small publications. This field, the same as all others, can be best covered at the least possible expense by using the best medium and only the best. THE TELEGRAM covers the entire field that the 5 or 6 dailies do, but does it much more thoroughly and on a day when people have time to read. Write for sample copy. It speaks for itself.

New York Office, 150 Nassau St.,  
S. S. VREELAND, Representative.

Boston Office, 12 Globe Building,  
JOHN P. ACKERS, Representative.



ADVERTISING to be successful must bring results. To bring results it must reach a class of trade who are users of the commodities which you have for sale. If your patrons are among the hotel men, place your advertisement in a medium where it will reach them. There is no better medium than the

## Commercial and Hotel Register

**The Hotel Register** is devoted exclusively to the Hotel interests of the great Middle West, and is read by the great army of intelligent Hotel keepers of this territory and their patrons.

**The Hotel Register** finds that over two millions of dollars are spent each day in the year by hotel men among the supply houses and houses dealing in hotel furnishings.

**The Hotel Register** is the medium through which it is possible to reach a portion of this vast multitude who are eligible, and who should become your customers. Do you want to reach them?

**The Hotel Register** is the official organ of The Kansas-Missouri Hotel Men's Association, and as such it reaches every hotel worthy of the name in these two States. Do you want their trade?

**The Hotel Register** has a general circulation among the 70,000 hotels of the United States. You can reach these people through this publication. Do you want to form their acquaintance?

If so, drop a line to

**The Commercial and Hotel Register**  
411, 413, 415 Jackson St., Topeka, Kansas

### Advertising Rates

	One Year.	Six Months.	Three Months.	1 Mo'n 1 Month.
1 Page.....	\$120.00	\$65.00	\$35.00	\$15.00
½ Page.....	65.00	38.00	20.00	9.00
¼ Page.....	35.00	20.00	12.00	5.00
⅛ Page.....	20.00	12.00	7.00	3.00
1 in. hotel cards..	10.00	5.00	2.50	1.00

# The Story of One Year

## What The Postmaster Says-

ST. PAUL POSTOFFICE,  
Office of the Postmaster.

St. Paul, Minn., Mar. 4, 1901.  
DAILY NEWS ACCOUNT.

1900.	POSTAGE INCURRED.
MARCH, . . . . .	\$ 7.64
APRIL, . . . . .	9.00
MAY, . . . . .	9.29
JUNE, . . . . .	13.59
JULY, . . . . .	54.26
AUGUST, . . . . .	52.77
SEPTEMBER, . . . . .	65.10
OCTOBER, . . . . .	96.68
NOVEMBER, . . . . .	112.26
DECEMBER, . . . . .	161.09
1901	\$385.00
JANUARY, . . . . .	209.10
FEBRUARY, . . . . .	236.27
	\$439.37

A. R. MCGILL, P. M.,  
Maroney.

## What The Print Paper Man Says-

St. Paul, Minn.,

March 6, 1901.

ST. PAUL DAILY NEWS, City.

Gentlemen—We figure that you have used of print paper from us 311,193 pounds. This ranges from May 10th to March 1st, and does not include the car charged you since the 1st of March.

Very truly yours,

WRIGHT, BARRETT &  
STILLWELL CO.

P. N. MYERS.

## How The Advertising Grew-

	FOREIGN INCHES.	LOCAL INCHES.
MARCH,	0	3,160
APRIL,	0	3,676
MAY,	8	4,128
JUNE,	5	5,623
JULY,	10	4,152
AUGUST,	0	4,746
SEPTEMBER,	1	5,945
OCTOBER,	110	5,791
NOVEMBER,	286	6,787
DECEMBER,	437	6,192
JANUARY,	851	6,026
FEBRUARY,	1,260	6,415

## What The Advertisers Say-

Sold eighteen five-dollar trunks from a two-inch ad.—*Schuneman & Evans.*

Two pianos sold through an ad that cost \$1.—*S. W. Kaadenbush & Co.*

Four pieces of property advertised on Saturday. Three of them sold before the next Saturday.—*R. L. Ware & Co.*

Get more direct results and sell more shoes than from any newspaper ever used.—*Treat Bros.*

## What The Management is Prepared to Show-

J. Harry Lewis, Manager of the St. Paul Daily News, being duly sworn, deposes and says that the average daily circulation of The St. Paul Daily News for the month of March was

# 22,608

—J. HARRY LEWIS.

*Subscribed and sworn to before me this first day of April, 1901.*

[Seal]

N. W. REAY,  
Notary Public for Ramsey County.

**B. D. BUTLER,**

Manager Foreign Advertising Department,

CHICAGO OFFICE,

705-7 Boyce Building,

GEORGE H. LEE, Manager.

NEW YORK OFFICE,

52 Tribune Building,

JAMES F. ANTISDEL, Manager.





THE UNITED STATES IS

IT

KANSAS AND OKLAHOMA ARE

IT

WICHITA IS

IT

THE EAGLE IS

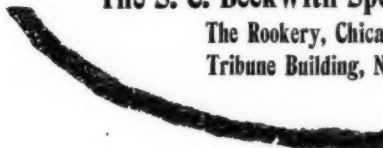
IT

IT I MENTION, LEST YOU FORGET IT

The S. C. Beckwith Special Agency

The Rookery, Chicago

Tribune Building, New York



is IT

# "Standing Room Only"



**A** CERTAIN New York theater manager caused an uproar among the fraternity when he cut his prices in half and made the best seat in the house cost only one dollar. His reason for doing so was that he would much prefer to play to crowded houses at popular prices than a select few at high prices. He secured the best talent obtainable and produced a show that could not be excelled. "Standing Room Only" may be seen hanging in front of the box office nightly since the new scale of prices went into effect. One of my competitors has a fondness for terming my goods matinee priced products, but his place looks like an undertaker shop waiting for a corpse, while the procession of printers buying my inks looks like a theater crowd with "Standing Room Only."

I am no snob. I want the trade of every printer whether he owns a hand press or a fast running web press, and as wealth cuts no figure, both must pay cash in advance. By working on get-the-money-first plan I take no risks and can afford to sell inks at one dollar that my competitors ask from three to five dollars for, but of course they will trust you sixty or ninety days.

I am the only ink man in the world that ever published a net price list and had the moral courage to adhere to it. I accomplished almost impossibilities when I educated printers to pay cash in advance and built up a large ink business without the aid of salesmen. Seven years ago I was considered a harmless idiot by my competitors; to-day I am a thorn in their side, and a sharp thorn at that. Don't waste your money but join my army of seven thousand customers, who know that my goods are all right. Send for my price list.

Address

**PRINTERS INK JONSON**

13 SPRUCE ST., NEW YORK

Advertisers, do you know that

# **Campbell's**

# **Illustrated**

# **Journal**

is the only first-class family magazine  
published in Chicago, and reaches

# **100,000**

Prosperous, Happy Homes

And that it is one of the best  
advertising mediums published?

---

Once a patron always a patron.

**Campbell's Illustrated Journal**

**Chicago, Ill.**

Eric, Pa., April 2, 1901.

Dear Sir:—We believe that every advertiser in The Times is interested in knowing just what he has received for the money he has spent in newspaper advertising during the past month, and so far as The Times is concerned we propose giving him that information.

The following statement shows the circulation day by day and we make oath to the same, not doubting that you would not accept our statements, but there is so much deception in the Erie field concerning circulation that we think the making oath to same makes our statement all the stronger. There is no question that The Times reaches a larger number of people than all the other papers published in this city combined.

The past month of March has been the biggest in way of circulation in the history of this newspaper and we feel that you will be pleased to know this, having favored us with your patronage.

We thank you for past favors and trust we may have the same in the future and we also hope you will give this most important matter of circulation a moment of your time by reading the following:

### MARCH CIRCULATION—26 DAYS.

March 1..... 7,505  
 " 2..... 7,569  
 " 3—Sunday.  
 " 4..... 7,520  
 " 5..... 7,573  
 " 6..... 7,604  
 " 7..... 7,460  
 " 8..... 7,542  
 " 9..... 7,519  
 " 10 Sunday.  
 " 11..... 8,055  
 " 12..... 7,605  
 " 13..... 7,635  
 " 14..... 7,618  
 " 15..... 10,315  
 " 16..... 7,890  
 " 17—Sunday.  
 " 18..... 7,635  
 " 19..... 7,650  
 " 20..... 7,665  
 " 21..... 7,640  
 " 22..... 7,685  
 " 23..... 7,650  
 " 24—Sunday.  
 " 25..... 7,726  
 " 26..... 7,640  
 " 27..... 7,680  
 " 28..... 7,750  
 " 29..... 7,712  
 " 30..... 7,735  
 " 31—Sunday.

Daily average for January.....**7,309**

Daily average for February.....**7,599**

Daily average for March.....**7,753**

Daily average increase over previous month **154**

Circ'n for month of March, 1900.....**171,975**

Circ'n for month of March, 1901.....**201,578**

**A gain of 29,603 over March of last year.**

This gain alone is nearly as large as the entire circulation of some of the Erie papers.

STATE OF PENNSYLVANIA, } ss.  
 County of Erie.

Personally appeared before me, F. S. Phelps, President, and J. J. Mead, Secretary and Treasurer of the Times Publishing Company, who being duly sworn, depose and say that the daily bona fide editions of The Times for every week day of the month ending March 31, 1901, were as above.

F. S. PHELPS.  
 JOHN J. MEAD.

Subscribed and sworn to before me this first day of April, 1901. (Signed)

(Seal) JAMES M. SHERWIN.  
 Notary Public in and for the County of Erie, State of Pennsylvania.

Number 285

SATURDAYS

Price 5 Cents



# THE INDEX *of* PITTSBURG LIFE

**Brings  
Greater  
Results**

Wide-awake hotel  
men buy advertising  
space in . . . .

**The Index of  
Pittsburg Life**

Because it goes into  
more homes and  
better homes, and  
brings greater re-  
turns than any other  
Pittsburg society  
paper. . . . .

It's the ideal paper for advertisers who wish to reach the well-to-do homes of Pittsburg and Western Pennsylvania.

The best paper. The largest circulation. A request will bring sample paper and special rates to hotels.

**THE INDEX PUB. CO.,**  
320 Third Avenue, **Pittsburg.**

# PRINTED ON THE FARM

## THE AGRICULTURAL EPITOMIST

Has always given its readers experience at first hand. To carry out this plan still more extensively, plain, complete and detailed statements of practical experiments made on this

### 650-ACRE EXPERIMENT FARM

are being recorded from month to month in the

## AGRICULTURAL EPITOMIST

"THE ONLY AGRICULTURAL PAPER  
EDITED AND PRINTED ON THE FARM."

The EPITOMIST not only gives the results of experiments made under natural conditions of cultivation and fertilization, but it also tells how work is conducted for actual profit in the various departments of its 650-acre farm known as the



Experiments at this Station are now and will continue to be made under the direction of experts, constituting an able corps of practical and scientific farmers of unquestionable reputation, whose efforts in the past have resulted in

### BETTER FARMING, BREEDING AND FEEDING.

**Advertisers** wishing to reach the prosperous, progressive, up-to-date and buying class of farmers, can do so through the columns of the AGRICULTURAL EPITOMIST. A contract will be accepted for the term of one year at our present rate of \$1.00 per square line per insertion, with the privilege of discontinuing at any time without extra charge. Circulation guaranteed to exceed 200,000 copies each issue.

**E. CHUBB FULLER,**

President and General Manager

**EPITOMIST PUBLISHING COMPANY,**

Epitomist Experiment Station, SPENCER, IND.

# PRINTED ON THE FARM

## Street Car Advertising.

Brooklyn is essentially a woman's town, and as the advertisers are after the family consumption it ought to be a leading center for such business, with its population of one million and over. The popularity of the Brooklyn Elevated Railroad, as a medium for reaching these people, is shown by the ever-increasing space occupied in these cars by the leading local and general advertisers. The travel in them is very heavy, the cars are wide, well lighted, and best of all the size of the cards is especially large, thus allowing the advertiser room to say more and have a greater display than in the surface cars, and at about the same price per thousand of circulation.

When it is said that the Brooklyn elevated cars carry daily one hundred and thirty-five thousand intelligent buyers, who look for and read the cards in these cars, who want bargains and articles of merit, some idea may be formed of the value of these cars to the advertiser.

Advertisers have been quick to perceive and take advantage of these facts, and they have profited accordingly. They know that a card in these cars has many advantages not possessed in most cities, and they are more largely patronized as a consequence.

A great many business men go on their way, ignoring the very existence of street car advertising. Refusing not only to see good in it, but refusing to investigate it, to accept facts, figures or experience which would tend to shake their belief that street car advertising will not suit their business.

And yet these same men may be very wide-awake in their own way and on everything pertaining to their business except this one point.

If these same men who want good advertising, and yet refuse to consider street car advertising, were to investigate for themselves they would be agreeably surprised.

They would find that they had been ignoring a very good medium, and they would also discover that there is more money than they thought in attractive and forceful street car cards.

They would find, too, that the street car cards come very

close to the hearts and confidence of the people. That the people look for them, read them, believe them, and buy the goods they advertise.

This is why street car advertising pays. Why the successful advertisers use it; why those who go into it on a sound basis stay in year after year, and why every man who desires profitable advertising should carefully investigate before deciding finally against it.

Here is what one of the largest and most successful advertisers in the country said recently:

"As most of our advertising has been in the street cars, and as the business results are exceedingly gratifying, we are obliged to conclude that this medium of publicity is very valuable.

"We have not used street cars as an adjunct, but have made them our main means of influencing the public. We have changed our cards every week, and, good or bad, there was always something new to look at.

"We heard from this newness more than any other feature of our work. We selected topics familiar to patrons of the street cars, and generally managed to make the matter immediately suggestive.

"This advertising resulted in an enormous demand for our goods, and we were forced to increase the capacity of our plant."

The whole system of street car advertising is in a very healthy condition at the present time, and offers many possibilities for profitable publicity. George Kissam & Co. have demonstrated that it is better to conduct business on a square basis, charging reasonable prices, than to cut rates, jump the lease and leave the advertiser in the lurch. For having placed this business in such an enviable position, they are entitled to great credit. They control the advertising privileges for the Brooklyn elevated railroad, and do a general business in about forty of the principal cities of the United States, comprising among others: Brooklyn (Elevated), Buffalo, Albany, Troy, Schenectady, Utica, Rochester, Amsterdam, Newburg, Jamestown, Johnstown, Gloversville, Herkimer, Mohawk and Ilion, N. Y.; Trenton, Elizabeth, New Brunswick, N. J.; Erie, Pa.; Chicago (North and West Sides), Aurora, Elgin and Springfield, Ill.; Cincinnati, Columbus and Hamilton, O.; Minneapolis, St. Paul, Stillwater and Duluth, Minn.; Milwaukee, Madison and West Superior, Wis.; Denver, Col.

Many firms use street car advertising in combination with other advertisers. Again, some firms do not use the street cars



until after their business has become well known to the public through the columns of the big dailies, weeklies and other periodical mediums. As a pure reminder there is absolutely nothing so direct and striking as a card in a street car. As an introducer it is largely a question of selection. Some articles can be unquestionably forced into a popular sale through the use of transit lines only. Others achieve better results when assisted by other methods. As to the general value of the street cars, and their permanent place among advertising methods, there is no longer any question.

Able and enterprising advertisers readily appreciate the power of the street cars as an advertising medium, and are quick to take advantage of their legitimacy in order to attract attention to their wares. In no other advertising is there the same opportunity for effective display in color effects, as well as for the reproduction of trade-marks, or other special features. The influence of an attractive card in the cars is not restricted to any class, but appeals to all classes. It reaches the masses. Results are sure.

The circulation of the street car card is unlimited and reaches every class of people. It meets you and greets you at every turn of the eyes, proclaiming the merits of the article advertised, and in short, impressive sentences, tells you the story complete in such a manner as not to be easily forgotten. It is possible to make every street car advertisement so conspicuous that it will be seen, so readable that it will be read, and so convincing that it will sell goods.

Of course, street car advertising will not sell everything. It is essentially advertising which appeals to the people—the masses—for it is they who ride in the street cars. Hence it comes that those who have an article needed by, and at a price that can be paid by, the masses are sure to sell it if they advertise it well in the street cars. An advertiser with such an article will make a great mistake if he ignores the street cars when he makes his advertising appropriation.

If you have a good article, and are ready to advertise it in the street cars, place your appropriation in experienced hands. If your advertising is worth doing at all, it is worth doing well. Kissam & Co. handle street car advertising exclusively, and do the largest business of the kind in the country.

There are many good points about the subject—you can get them all for the asking from George Kissam & Co., 253 Broadway, New York, or through any of their many branch offices most convenient.

# THE PAN-AMERICAN EXPOSITION

**W**ILL make Buffalo a peculiarly profitable field for street car advertising this year. Buffalo has over 400,000 population, and is growing phenomenally. Is within 500 miles, or a night's ride, of forty million people. Will be visited this year by upwards of 25,000,000 persons—people who will buy advertised articles. All these people are sure to ride in the street cars while in the city. While in the cars they will, as a matter of course, read the car cards. If your advertisement is there it will reap the benefit of this wide publicity. It is to your advantage to see that it gets there. All the lines of street cars in Buffalo, Niagara Falls and Tonawanda either run direct or transfer to the Exposition grounds. We control the advertising privileges in all of them. A folder for the asking.

**GEO. KISSAM & CO.,**

**253 Broadway,**

**New York City.**

Branch offices in 15 cities, Buffalo included.

**THE OTHER FELLOW  
Takes To The Tall  
Timber. ♣ ♣ ♣ ♣**

**T**HE daily  
ave  
sworn-to cir-  
culation of the  
Cincinnati  
Post for week

ending April 6th, 1901, was 142,882 copies.

This exceeds the bona fide circulation of any other daily newspaper in Cincinnati by over 50,000 copies.

The daily average sworn-to circulation of the Cleveland Press for the month of March, 1901, was 109,216 copies.

The combined bona fide circulation of all other Cleveland newspapers will not reach these figures by many thousands.

The St. Louis Chronicle's sworn-to circulation exceeded 50,000 copies daily for the month of March, 1901.

No newspaper in St. Louis will give advertisers pro rata circulation at as reasonable rates as the St. Louis Chronicle.

The Covington, Ky., Post has a daily average guaranteed circulation of 12,885 copies, and is the only daily paper in Covington, Ky.

The rate per thousand circulation is as low as any newspaper in the country.

These four papers comprise the Scripps-McRae League of afternoon one-cent newspapers.

The Foreign Advertising Manager, F. J. Carlisle, with offices 53 Tribune Building, New York, and 116 Hartford Building, Chicago, will furnish rates and other data upon request.

OFFICE OF  
**M. HORNIK & CO.,**  
 MANUFACTURERS OF CLOTHING  
 AND  
 UNIVERSAL DISTRIBUTORS OF  
 DEPARTMENT STORE SUPPLIES.

Meeting, Hayne and Market Sts.

Charleston, S. C., 3-26-1901.

*Mess. Geo. P. Rowell & Co.,  
 New York City.*

GENTLEMEN:

A few days ago we received PRINTERS' INK and find on page 78 you advertise a department of ready made advertisements. We beg to state that we have not seen such advertisements in this issue and will you therefore kindly give us some information regarding same?

Yours truly,

H. HORNIK & CO.



THE Department of Ready Made Advertisements is published in PRINTERS' INK three times a month and consists of advertisements that have been selected from the papers received at the office of PRINTERS' INK, or prepared by an experienced advertisement writer for the benefit of the retail merchants who read the Little Schoolmaster in the Art of Advertising. There is a desire on the part of retail merchants to do better advertising and these Ready Made Advertisements have been found of special value as indicating how to make better advertisements. All the advertisements which have appeared in this department for some time past have been carefully gone over and a selection made of many of the best examples and that compilation has now been made into a book called "Ready Made Advertisements." The book will contain more than 300 advertisements. A copy will be sent to any address upon receipt of money order or check for \$1.00. Address

**GEO. P. ROWELL & CO.,**  
 10 Spruce Street, New York.

## BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

*By Chas. F. Jones.*

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

Too much care cannot be taken in making window displays of delicate merchandise. I refer more especially to goods that are easily faded. A good many merchants would be surprised at the result if they could figure up at the end of the year the total losses through merchandise that has been rendered unsalable by exposure to sunlight in the windows or by pin and tack holes, etc. When delicate goods are placed in the windows, somebody should be made responsible for their protection. But such goods should not be exposed any more than is necessary to let people know that you have them. It is a good idea to have a double set of curtains in your windows, one to roll up from the bottom and one to roll down from the top. By this means, it is often possible to shut out too bright a light without shutting off the view of the passerby.

\* \* \*

Don't have merchandise in your window that you cannot duplicate both in kind and price inside the store, unless it is some large article like a piece of furniture. Nothing quite so quickly disgusts a woman with a store and leads her to make disparaging remarks as to be lured into a store by attractively priced articles in the window, only to find that the one in the window is the only one left and will not be taken out until the window is changed. A person in charge of a stock which is represented in the windows, should watch the sales of articles so displayed; and when the last of any one article has been sold from

stock, should see to it that the duplicate in the window is removed. This will avoid a great many unnecessary explanations and an occasional unpleasant and unprofitable argument with an intending purchaser.

\* \* \*

I once knew a grocery store whose tea and coffee department was not on a satisfactory, profit paying basis, and as this is a line to which most every groceryman looks for his largest profits, the management was anxious to very largely increase the business in this department. It was finally decided to make the best bargain possible with a large tea importer, for a ton of regular 60 cent quality tea to be sold at half price or less. It was found that such a tea could be bought in this quantity for about 28 or 29 cents per pound, and delivered as required. It was then decided in order to get quick attention and wide publicity to lose a little on this tea and sell it at 25 cents per pound. The advertisements told exactly the purpose of the special sale and low prices. "Simply said it was a matter of booming business in that department, getting attention to other tea and coffee values, and to good things in general about the store; and stated positively that not one pound would be sold at the 25 cent price after the ton had been disposed of. I believe there was also a limit as to the quantity to be sold to a customer, something like two pounds, as I now recollect it. Of course the advertisement said that on account of the large quantity contracted for, the advertiser had secured a

price concession from the importer, and that as they would be obliged to pay a higher price after the ton had been sold, the price would immediately go up to 60 cents. I do not remember how long the ton of tea lasted but I do remember that long before it was exhausted the tea and coffee business of that store had nearly if not quite doubled in volume. The loss on this sale was probably much more than made up through the profits on sales of other goods to people who came for the tea.

\* \* \*

Sometimes a thing that does not sell well in the regular way even at a low price will sell very rapidly if offered in some new and novel way. For instance a grocer who had a large quantity of small oranges, some of which he feared would spoil, made a big display of them in his store and advertised them at 40 cents per peck. This, to the public, was a new way of buying oranges, and the oranges were very quickly disposed of. As a matter of fact, he averaged almost exactly the same profit at 40 cents per peck as at the former price per dozen, and the sale was so successful that it was repeated.

\* \* \*

Selling witch hazel by the gallon, and quinine pills by the hundred, at low prices, brought a great deal of business to a drug store, in a town where these things had always before been sold in small quantities at much higher prices. This shrewd druggist was looking for a way to gain a reputation for low prices when he hit upon witch hazel and quinine pills. He found that he could buy the best quality of each at a price that would enable him to sell them at about half the usual prices without losing money. He bought a barrel of witch hazel and set it up in a prominent place in his store with a sign reading "Best double distilled Witch Hazel 60 cents per

gallon; 15 cents per quart, 8 cents per pint." He put these prices in the paper and waited. Bottles and jugs came very promptly and in large numbers. The very novelty of buying witch hazel by the gallon led many people to buy a gallon who had never before thought of buying more than 10 cents' worth at a time, and gave the druggist a great deal of free advertising. Then he went for the quinine pills. He found that they were selling generally for from 5 to 8 cents per dozen for the two grain size. He also found that they cost the druggist about 15 to 18 cents per hundred. He bought thousands and told in his ad that he would sell them for 15 cents per hundred. I think that for a time he sold practically all the witch hazel and quinine pills that were sold in the town. At any rate the other druggists did not see the point and meet his prices, until he had made quite serious inroads on their sales of patent medicines as well. It might be well to state in this connection that the other druggists had combined against this one, and in this special selling he not only protected himself, and secured a reputation for low prices, but at the same time showed very clearly that the other druggists had been charging exorbitant prices on these two things at least, leaving the public to reason that their other prices were correspondingly high.

\* \* \*

*C. F. Jones, care of PRINTERS' INK, New York City:*

SIR—I am an admirer of PRINTERS' INK. I send you a few of my ads taken at random.

There are twenty other grocers in this town of 6,500 people.

I have a second-class location.

Small room, smallest stock in the town.

The only cash store of the kind.

Results—Sales have doubled in eight months.

My sales all cash are 50 per cent of what the goods in the store will invoice and five-sixths of the investment each week if the weather is good.

A very large number of people read my ads and never come to the store.

I run an ad in three weeklies and one daily, changing every time. Am told that more than half of the people who read the paper read my ads.

What can I do to improve them and

get more people to come? I think if I had a large store my trade would increase in proportion. I lack money to do that. Do you think I am right?

B.

It looks as though you were doing a very comfortable business. You are certainly turning your stock often enough to make money if your profits are in proportion to your expenses, and it seems as though your advertising is doing all that you could fairly expect from it. It is true of almost every advertised business, that a comparatively small part of the people who read the advertisements will come to buy. Sometimes it is a matter of location; it is probably so to a very great extent in your case; and then some people are more impressed with a big store and stock, and will prefer to buy in such a store, even at slightly higher prices. Perhaps this is another reason why you do not do as much business as you think you should. I think, however, that your advertising could be made more effective than it is now, judging from the samples submitted. For one thing I think I would discard the stereotyped black and white heading, "Store News." I think your ads are probably skipped, because they look so much alike that many readers think you are running the same old ad day after day. Instead of this heading I would use some phrase taking two or three lines of good sized type, and telling what the ad is about. For instance in that advertisement which tells so interestingly of your visit to the coffee roaster, from which you procure your coffees, a simple headline, such as "Where I buy Coffee," or "How my Coffee is Roasted" would be much more likely to attract attention than the headline which has become so familiar to people that even though it says "Store News" does not suggest anything particularly new. If you will take this ad and read it over carefully, I presume you will find half a dozen or more headlines in it. If you have succeeded in building up through low prices such a live business on the smallest stock in your town and in a second class location at that,

it would certainly seem that with a somewhat larger store and stock in a better location, your business would certainly increase proportionately. There are, however, many things that should be taken into account before such a change is made. You must be guided in part by the condition of competitors and must gauge as carefully as possible what they are likely to do, if you make such a move. But it would seem that with a well established trade such as you have, you could hold your own against the keenest competition and win. The matter of location is not nearly as important in a town of 6,500 people as in one double that size, because in a smaller town there are more attached customers, and not so much of the floating trade which in a larger town makes a prominent location very valuable. I find in one of your ads a statement as to your religious beliefs, naming the denomination with which you affiliate. One of the few hard and fast rules that can be made to govern advertising is, to leave out of your ads entirely all reference to religion or politics. Comparatively few people care what your religious or political beliefs may be, but you can easily offend a great many people of other persuasions and lose their trade and good will, without doing yourself a particle of good. Store news should be store news always without religion or politics, with very little moralizing and still less personal history. What the people are interested in are goods and prices, and these are the things to put into your ads. Your ads are really quite interesting, and you should continue along the lines that you are now following, with the exceptions I have named.

\* \* \*

A sporting goods concern of Baltimore, Md., have made an innovation by keeping their store open all night every Wednesday night during the sporting season. They report that the results have been so satisfactory that they are considering the advisability of keeping open all night every night

in the week. From clippings sent me it is plain that they are getting a great deal of good advertising from the very novelty of the thing, entirely aside from the matter of direct profits, which I presume are quite satisfactory.

With the exception of drug stores, I know of no other stores that keep open all night except one of the Douglas shoe stores in New York City. It is very doubtful indeed if many stores would find profit in keeping open all night, but the few that do will no doubt be gratefully remembered by the people who have patronized them in an emergency.

Of course, many people who are confined in stores having long business hours are unable to do their buying in the ordinary business hours of the retail stores, but except in a city of considerable size this number would not be sufficiently large to pay a store for keeping open all night.

\* \* \*

The woman who receives through the mail a nicely gotten up little circular, telling of things she needs, feels personally appealed to and often just a little flattered. She is likely to read such a circular, if it is rightly made, with considerable interest, and if she does not visit the store at once, is pretty sure to do so at her first opportunity. This is why so many dry goods and millinery stores send out circulars to a selected list of desirable customers and is also why more of them ought to. A store that does this should be careful to include in this list not only all their regular customers but every possible customer whose name can be secured. If you have not already a list of this kind, you should go through your books and make a list of all the names you find there; add to this all the names that you and your office people can think of, then get still more by a canvass among your clerks. This ought to make a list of quite a respectable size; but a thing that is worth doing at all is worth doing well, so you should go further and make a search of the directory for still more names. If the possible returns will war-

rant it, by all means make a neat little booklet containing halftone views of your different departments and just as interesting and attractive matter as you can possibly put into it. Then mail it in a neat white envelope bearing simply your store motto or some suitable phrase that will awaken curiosity. If a nice booklet seems to involve more expense than you think is warranted, do not send out a cheap pamphlet arrangement, because such an affair will not bring the desired result and is bound to give many possible customers an entirely wrong impression of your business. The next best thing is a nice circular which, when folded up, can be sealed with a one-cent stamp, forming its own wrapper, with a blank space for the address. I have such a circular before me which is being sent out as a spring announcement for the store of Frank M. Scott & Co., of Danbury, Conn. This folder when opened is about eighteen inches long by six wide, making four pages on each side about four by six inches each, leaving a flap an inch or two long for sealing. It contains a great deal of interesting matter about the store in general and about several stocks in particular. On alternate pages are halftone views of different parts of the store. This circular when folded up is only four by six, a very convenient size, and it contains, in addition to the two pages forming the wrapper, six pages of reading matter. It is printed on a good quality of white paper; but it requires only two impressions for the printing and probably did not cost more than five or six dollars per thousand. A one-cent stamp serves as a seal, making the total cost of printing, addressing and mailing not more than two cents each at the outside.

In having halftones made for circulars of this kind, you should first have a good photographer make the best photographs that he can produce of the departments you wish to illustrate, then you should send either the negatives or good clear prints to a good photo-engraver. Tell him to have the prints retouched wherever they seem to need it and to make



good, deep, clear-cut plates from them of what is known to photo-engravers as 150-screen. Then you should give the original plates—not electrotypes—to some good printer with instructions to take all the time that is really required for making the underlays and overlays that are so necessary to right results in the printing. I would advise any dry goods or millinery establishment that intends sending out a modest little spring announcement to address Mr. W. F. Dobbs, advertising manager for Scott & Co., asking for a copy of the circular I have described and inclosing a stamp. I think Mr. Dobbs will be glad to respond to such requests, and his circular will offer helpful hints if you wish to get up something of this kind at a small cost.

\* \* \*

A store should gauge its business hours according to the nature of the business, and for the accommodation of the greatest number of its customers. For instance, the store which caters to people who are employed during long hours in factories, etc., should if possible open a little while before the factory people go to work in the morning, and should keep open for a time after the factories are closed at night. It should also keep open at least one night during the week for the accommodation of people who find it impossible to make their purchases during the day time. I think it especially important that a grocery store should be open early in the morning, and should not close too early in the evening, because the orders for the day's provisions are frequently sent by a member of the household, who goes to work early in the morning. And very often the man of the house will stop on his way home from work to purchase things for breakfast. I certainly do not advocate any longer hours than are absolutely necessary for clerks, and in most stores where it is necessary to open very early, and to keep open rather late, the clerk or clerks who are first on hand in the morning should be allowed to go earlier at night, and those who

come late in the morning should remain until closing time. As a rule, this will work satisfactorily, because while there will be considerable trade in the morning and at night, it will not be sufficient perhaps to necessitate the presence of your entire force. I don't think it either advisable or necessary for any store to keep open every evening in the week. I think that under all ordinary conditions two nights in the week are sufficient, and that in most cases a single night is enough. Every store should be swept the last thing at night, so that business can begin as soon as the store is open in the morning, without any interruption, except possibly a little dusting. In this way there is no interference with business either at night or in the morning, and there is a much better chance to make a good clean job of it.

I notice that a great many country merchants are attempting to use halftone illustrations in their advertisements, and the results are truly appalling. I presume that in most cases these are electrotypes from halftones furnished to the advertiser by the maker of the goods advertised. They are generally illustrations that were originally used for catalogues or other printing where better paper and presswork can be used and are altogether too fine for newspaper work, filling quickly with ink and making a big black blot that looks nothing like the article it is intended to illustrate and is worse than no cut at all. The only cuts that should ever be used in newspaper advertisements are line cuts which are made by zinc, copper and other processes, and which are made up of open lines far enough apart so that the ink does not clog between them and blot. Such cuts cost from one-quarter to one-third as much as halftones; but for newspaper use they are immeasurably better. Use cuts by all means that will properly represent the article you are advertising. But if the manufacturer sends you an electrototype from a halftone for use in the newspaper, hand it to your printer and ask him to kindly consign it to the "hell box."

## **A HOT QUESTION**

that will soon arise in nearly every city household is: "Where are we going to find

## **A COOL PLACE**

to spend the summer?"

Now, Mr. Resort-hotel-keeper, it depends upon you, if you have

## **A GOOD HOTEL**

to let as much as possible be known about it in newspapers that reach

## **THE RIGHT PEOPLE**

Many Chicago families will never hear about you and your attractive place unless you advertise in

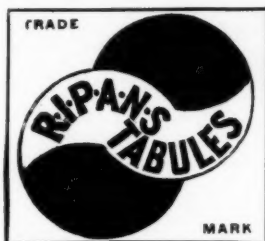
## **THE CHICAGO CHRONICLE**

It goes into more homes than any other Chicago paper.

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